

MOQ1 Growth in Action

Proven tactics that drive sales.

Your new platform is more than a tool, it's a growth engine. Below we've described impactful strategies that unlock its full potential.

These best-practice tactics have been deployed by successful sales professionals across multiple industries. These are repeatable, plug-and-play moves you can start using today to stimulate revenue, increase commissions, and deepen client relationships.

1.) Re-Engage Clients — Add value and earn more sales from existing clients

- The fastest way to generate results is to start with active clients. You've earned their trust, now you can delight and surprise them by delivering a fully branded digital catalog for their business.
- Proactively creating shops or catalogs for clients provide them with instant value. This also helps you to promote the ease of small run reorders, removing traditional time and cost constraints.
- It can help with account recovery, allowing you to re-engage former clients by using their company information and logos to deliver a digital catalog that may be missing from your competitor's playbook.

By utilizing your pre-existing client artwork, in just a few clicks, you can relaunch a relationship and reignite revenue.

What to do:

- ✓ Audit the past 24 months of client orders
- ✓ Create branded shops or catalogs for each client at using existing artwork
- ✓ Send to your existing clients proactively to say, "thank you" and solidify your relationship
- ✓ Highlight potential use cases – speed and flexibility opens the door to new opportunities.
- ✓ Include a simple launch kit: Welcome video, flyers, QR codes

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2) Win New Business — Utilize the platform to help “win the meeting”

- Give your prospective client a visual, branded solution that provides a strong sense of preparation and commitment, before you even start your pitch. Instead of handing over a blank catalog and decoration options, you deliver a fully built shop or curated product collection tailored to your prospect’s brand.

What to do:

- ✓ Build sample shops for prospects
- ✓ Proactively send to your prospects to help stand out and get responses
- ✓ Earn sales conversations by presenting interactive catalogs customized for their brand
- ✓ Deliver samples or promo codes to close deals
- ✓ Build ready-to-share demo shops for niche groups like PTAs, gyms, or clubs
—so you’re prepared before they even ask.

3) Activation and Awareness — Turn shops into revenue by guiding digital catalog launch

- Creating a shop is just the start. The real value happens when your clients start sharing it. Many love the idea of branded merch—but don’t know how to promote it.
- With simple marketing assets and a bit of guidance, you can help turn their shop into a meaningful sales channel.

What to do:

- ✓ Give clients launch-ready marketing assets
- ✓ Create urgency with limited time offers like the Kick-Start Promotion
- ✓ Add seasonal featured products to keep shops fresh
- ✓ Use reporting to show traction and recommend updates

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4) Shop and Catalog Review — **Keep it top of mind**

- This isn't just a launch tool—it's a long-term growth strategy. Once a shop is live, reporting insights and customer data helps you keep it performing.
- Establish regular meetings or communication with the client to share what's working, suggest updates, and introduce new use cases.

What to do:

- ✓ Monitor reporting to identify trends and make suggestions
- ✓ Recommend fresh seasonal products or use cases
- ✓ Offer to run limited-time promotions or campaigns
- ✓ Use shop data to re-engage and provide value

5) Low Run Order Solution — **Easily fulfill low-run orders on demand**

- Most low-quantity, quick-turn orders consumer time, interrupt your workflow, and eat into your margins. MOQ1 gives you a simple way to offload those small requests without saying “no” to your customers.
- By running low-run orders through your MOQ1 shop, you stay available to your clients while keeping your equipment and staff focused on the larger, more profitable work. It's a win-win—your clients stay happy, and your operations stay efficient.

What to do:

- ✓ Route low-quantity requests (under 12 pieces) to your MOQ1 shop
- ✓ Offer your clients a seamless link to order directly
- ✓ Customize product selection and pricing to fit your brand
- ✓ Let MOQ1 handle production, fulfillment, and customer service
- ✓ Use reporting tools to track sales and stay in the loop

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6) Sell with Dynamic Digital Mockups — Bring each product to life

- Seeing their own logo on products will instantly inspire your clients to buy. You can now create and share custom mockups in seconds — helping clients visualize and say yes faster.
- This simple step boosts sales conversion rates, inspires larger orders, and makes your presentations stand out from the competition.

What to do:

- ✓ Create shops featuring your client's logo before meetings or presentations
- ✓ Use mockups in proposals, email pitches, and marketing materials
- ✓ Show a variety of products to spark ideas and increase add-on sales
- ✓ Present seasonal or special event designs to keep the offering fresh

