



PROMOTIONAL PRODUCTS PROSPECTING & SALES PLAYBOOK

# CONSTRUCTION

EDITION

JOB SITE GEAR



PROMO IDEAS



How to **win construction clients** and turn everyday orders into **repeatable revenue.**





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## CONSTRUCTION

EDITION

VESTS, GLOVES, HARD HATS AND MORE



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# ABOUT THIS PLAYBOOK



**Construction** is one of the most durable and reliable end markets in promotional products, spanning buyers from developers and design firms to contractors and trades.

**ASI® research shows the sector represents a meaningful share of industry spend within a \$27.7 billion market in 2025.**

This playbook shows you how to break in, win business and turn construction accounts into steady, repeat revenue.



ON-THE-GO DRINKWARE



CONSTRUCTION ACCESSORIES



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# POSITIONING: HOW YOU WIN IN CONSTRUCTION



## What construction buyers care about

✓ Professional appearance on the jobsite

✓ Safety and compliance

✓ Crew pride and retention

✓ Simple, fast reordering (especially through an online store)

## Your positioning statement

“

I help construction and trades companies use branded apparel and gear to look professional, keep crews safe and simplify ordering across jobsites through easy, repeatable online stores.

”



Construction buyers don't buy promo for marketing fluff – they buy it because it gets used every day and needs to be easy to reorder when crews grow or gear wears out.



OFFICE ACCESSORIES



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# YOUR IDEAL CONSTRUCTION PROSPECTS

## BEST TARGETS

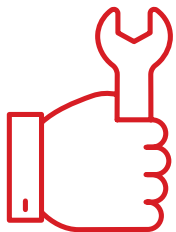


- General contractors
- Subcontractors (roofing, electrical, HVAC, plumbing)
- Commercial construction firms
- Home builders
- Trades franchises
- Construction supply companies

## BEST TITLES



- Owner or Founder
- Operations Manager
- Project Manager
- Safety Manager
- Office Manager



### Rule of Thumb

If they manage crews or jobsites, they buy promo constantly, not just once, especially when ordering is streamlined through a branded online store.





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# HOW TO FIND CONSTRUCTION PROSPECTS



## Build a target list

Set a weekly goal to identify 30-50 construction companies to prospect.



### Where to find prospects

- **Google Maps** ("contractor," "roofing," "construction company")
- **Local builder associations**
- **Jobsite signage**
- **LinkedIn** (industry = construction)



### What to track for each account

- **Company**
- **Trade**
- **Crew size**
- **Likely use case** (apparel, safety, onboarding, store setup potential)



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# STEPS TO REACH CONSTRUCTION PROSPECTS



## DAY 1 - EMAIL



Subject: Quick question about crew apparel or safety gear

Copy and paste this!

Hi [Name],

I work with construction companies on branded apparel and jobsite gear crews use every day, along with setting up simple online stores for fast reordering.

Quick question: Who typically handles items like crew shirts, safety gear or onboarding kits, especially when crews need replacements or new hires are added?

Best,  
[You]

## DAY 3 - CALL



“ I help contractors simplify crew apparel, safety programs and reordering through an online store. Who’s the best person to speak with? ”

## DAY 7 - FOLLOW UP



- **Reference jobsite visibility or safety**
- **Share one relevant example** (hi-vis apparel, hard hat decals, store-based reordering)



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# DISCOVERY CALLS: WHAT TO ASK CONSTRUCTION PROSPECTS



## Goal

Uncover repeatable crew needs, not one-off orders.

### Core questions



- 1 "How do you outfit new crew members?"
- 2 "What safety or branded items are required onsite?"
- 3 "How often do crews need replacements?"
- 4 "What's frustrating about your current ordering process?"
- 5 "Would it help if approved items were always available in a simple online store?"

### Key buying triggers



These are the moments when construction companies are most likely to need and reorder products:

- ✓ New hires
- ✓ New jobsites
- ✓ Safety compliance
- ✓ Seasonal gear changes



Construction success comes from **standardizing once**, hosting it in an **online store** and **reordering consistently** over time.





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# WHAT TO SELL TO CONSTRUCTION BUYERS



## 1 Crew Apparel Programs

- T-shirts, polos, hoodies and outerwear – [See our suggested starter Product Collection in ESP+](#)
- Seasonal refreshes, like adding jackets in winter and breathable shirts in summer
- Daily brand visibility on the jobsite
- Always available through a branded online store – [View a sample construction ESP+ Store](#)

## 2 Safety & Compliance Kit

- Hi-vis apparel (T-shirts, vests, outerwear)
- Hard hat stickers and decals
- Safety vests and visibility gear
- Branded safety accessories (gloves, cooling towels, etc.)
- Preapproved items that meet jobsite requirements
- Easy to reorder for each crew or jobsite

## 3 New Hire/Onboarding Kits

- Branded apparel and essential items for day one (T-shirts, hoodies, safety gear)
- Creates a consistent, professional first impression

- Sets expectations for appearance and safety from the start
- Easily reordered as crews grow

## 4 Jobsite Visibility Programs

- Branded signage
- Banners and decals
- Increases visibility and reinforces credibility with clients and the public
- Consistent branding across all locations through an online store

## 5 Recognition & Milestones

- Safety awards and recognition items
- Crew appreciation items
- Project completion gifts
- Reinforces a culture of safety and performance
- Supports retention and team morale



Construction is one of the **top promotional products markets** by spend, making store-based programs especially durable and repeatable.



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# HOW TO PRESENT TO CONSTRUCTION BUYERS



⊗ Don't pitch one-offs.

✓ Pitch kits, programs and stores.



## Simple proposal format

- Program name
- Crew size
- Use case (daily wear, safety, onboarding)
- Replacement schedule
- Budget range
- Online store setup



## Example

"**New Hire Crew Kit** – 10-15 Hires/Year  
– \$60-\$80 per kit – Ordered through company store"

This framing aligns with how successful distributors position construction programs as operational solutions, not marketing expenses.



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# HOW TO OVERCOME COMMON OBJECTIONS



**“We just buy shirts when we need them.”**

“That’s common. I usually help standardize items in an online store so reorders are faster and consistent.”

**“Workers are rough on gear.”**

“Exactly – we focus on durable items crews will actually wear and easily replace.”

**“We don’t have time to manage this.”**

“That’s the point. Once the store is set up, reordering is easy.”



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# YOUR FIRST 90 DAYS IN CONSTRUCTION

## MONTH 1



- Target 40-50 contractors
- Book 8-10 conversations
- Close first crew apparel or safety order

## MONTH 2



- Expand into onboarding or seasonal gear
- Introduce a standardized kit and online store

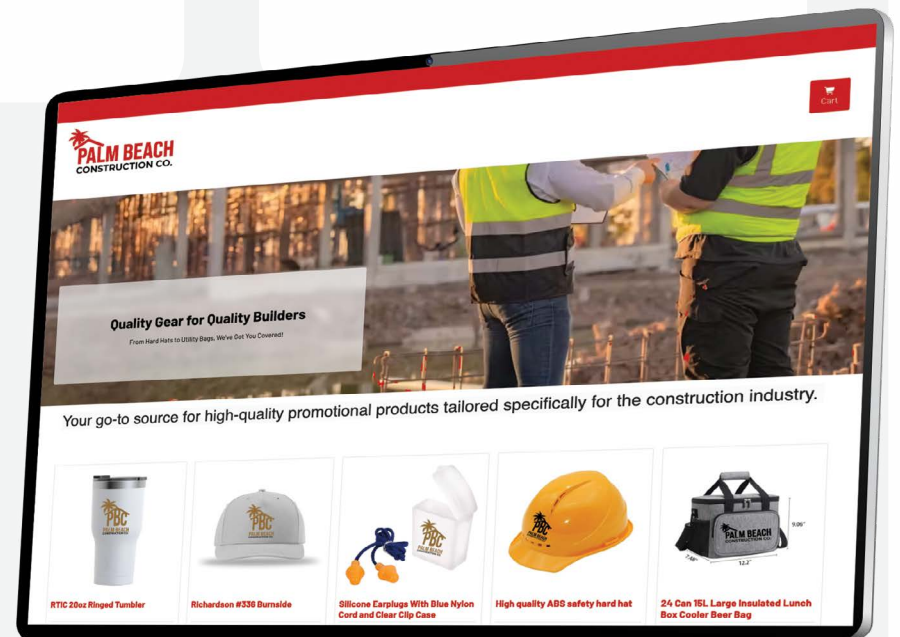
## MONTH 3



- Scale across crews or jobsites
- Lock in repeat ordering cadence through the store



This is how you successfully turn construction from one-off apparel orders into **long-term, store-driven accounts.**



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# WHAT NOT TO DO



⊗ Don't pitch novelty items.



**Do**

Focus on what products crews will actually use every day.

⊗ Don't ignore durability.



**Do**

Prioritize products that can handle heavy use and tough jobsite conditions.

⊗ Don't overdesign.



**Do**

Keep branding clean, simple and easy to read on the jobsite.

⊗ Don't treat contractors like corporate marketers.



**Do**

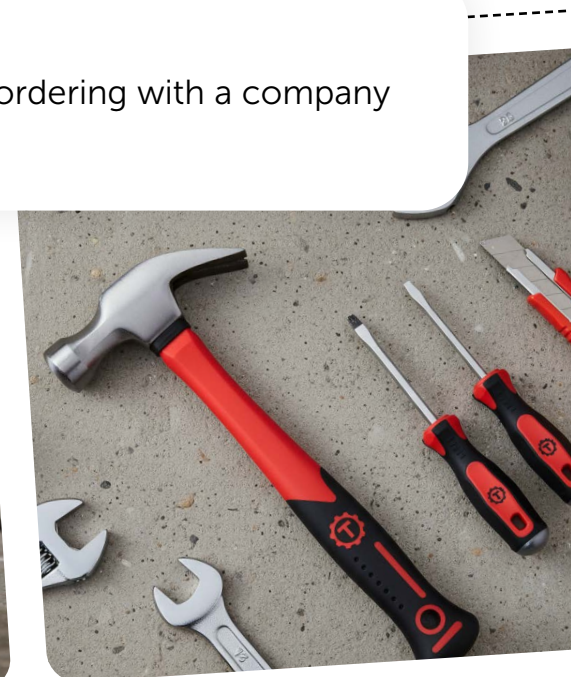
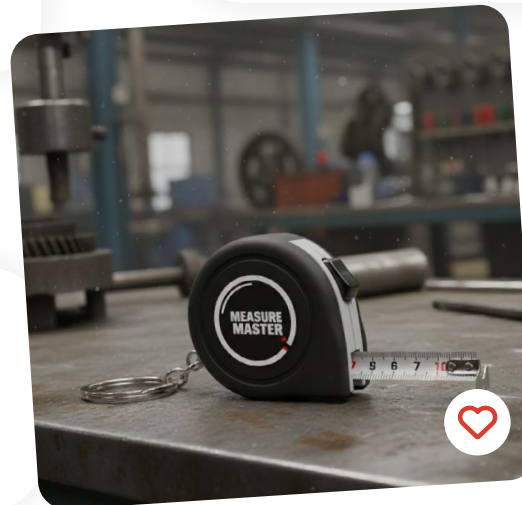
Focus on what helps crews work, look professional and stay safe.

⊗ Don't make ordering harder than it needs to be.



**Do**

Simplify reordering with a company store.





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# THE BOTTOM LINE



## Construction promo works because

- Items get used daily
- Branding is visible everywhere
- Reorders are constant
- Loyalty is strong once trust is earned
- Online stores make repeat business effortless



Become the distributor who makes crews look professional, simplifies ordering and keeps jobsites running smoother – and construction will be one of your most dependable verticals.

### Need more?

Bookmark our exclusive [Construction Industry Hub](#) on the ASI member site.



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