

Parasol Graphic

Sales Education

Sales Cheat – how and when to sell it

When a customer already owns a parasol and the hardware is still in good condition, a replacement graphic is often the most practical solution. Rather than replacing the entire system, they can refresh their branding while continuing to use the existing frame.

It's worth asking why they're changing the graphic. The branding may have been updated, the existing canopy may have faded after long-term outdoor use, or they may simply want to promote a seasonal campaign. Understanding the reason helps you recommend the right solution.

A replacement graphic allows cafés, restaurants, pubs, hotels and hospitality venues to keep their outdoor branding looking clean and professional without replacing hardware that is still performing well. It also makes future branding updates much simpler.

Before confirming the order, always identify the existing parasol system and check the required dimensions and fixing details. Confirming compatibility before production reduces the risk of fitting issues and gives the customer confidence that the replacement graphic will install correctly.

Position the product as a practical maintenance purchase rather than a completely new display. It helps customers extend the life of their existing investment while keeping their outdoor branding looking fresh and current.

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Common objections and calm responses

“Can't I just keep using the existing graphic?”

It depends on how it's presenting the business. If it's faded, worn or no longer matches the current branding, replacing the graphic is usually the quickest way to refresh the display.

“Do I need to replace the entire parasol?”

Not necessarily. If the frame is still in good condition, replacing only the graphic is often the more practical option.

“How do I know the new graphic will fit?”

The important step is identifying the existing parasol model and size before production so the replacement graphic is produced to suit that specific frame.

“Will it stand up to outdoor use?”

It's intended for outdoor use, but like any printed product its lifespan depends on the weather and how it's cared for. Storing it during severe weather will help extend its life.

“What if I change my branding again later?”

That's one of the advantages of replacement graphics. Once the hardware is in place, future updates usually only require a new printed canopy.

“Is replacing the graphic really worth it?”

If the hardware is still serviceable, replacing only the graphic is often the most cost-effective way to keep the display looking professional.