

Posters

Sales Education

Sales Cheat – how and when to sell it

When a customer needs a straightforward way to communicate a message clearly and at scale, that's usually where posters become the right option. They tend to come up across retail, events, internal communications and public spaces where information needs to be visible without adding complexity to the setup.

The key advantage is their flexibility. Posters can be produced in different sizes and placed in a wide range of environments, from walls and windows through to frames and display systems. In practice, this means they can be adapted to suit the space without requiring specialist hardware.

Because they are easy to replace, posters work particularly well for time-sensitive messaging such as promotions, campaigns or updates. This allows the customer to keep content current without needing to invest in a completely new display each time.

This is the product to recommend when the requirement is for a simple, adaptable and cost-efficient way to communicate visually. It reduces the risk of overcomplicating the solution while ensuring the message can be updated and maintained as needed.

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Common objections and calm responses

“Will they look professional enough?”

That depends on where they’re used, but when printed correctly and displayed in the right setting, they provide a clean and effective way to communicate.

“Are they durable enough?”

They’re best suited to controlled environments or shorter-term use, although placement and handling will influence how long they last.

“Can they be updated easily?”

Yes, that’s one of the main advantages. They can be replaced quickly without changing the overall display setup.

“Where can they be used?”

They’re very flexible and can be used in a wide range of environments, from retail and offices to events and public spaces.

“Do we need frames?”

Frames aren’t essential, but they can help protect the poster and improve presentation depending on the environment.

“They’re comparing them to more permanent signage.”

Permanent signage works for long-term messaging, while posters are better suited to campaigns or situations where content needs to change.