

# 10 NAME BADGE SALES PROSPECTS FOR YEAR-ROUND PROFITS

The strongest sales years start with planning ahead.

As you prepare your sales strategy for 2027, be sure to prioritize these profitable industries that are **big buyers of custom name badges**. By securing relationships with these clients now, you can **set up simple “set it and forget it” revenue streams** that will continue throughout the new year for easy, recurring sales.

## Introducing the Badge Vault Online Release Program

Set yourself up for a successful sales year with **name badges that basically sell themselves**. While in the past, name badge orders often involved managing countless low-quantity orders and frequent customer updates, that all changes with the **Badge Vault Online Release Program from Vault Promotions** (asi/93422). Here's how it works:

→ **You sell name badges at bulk pricing with full quantity paid upfront.**

This means bigger orders and profit margins for you, plus cheaper unit costs for your client.

→ **Vault Promotions warehouses your clients' un-personalized name badges.**

No inventory management needed on your part.

→ **Your clients log in to an easy online platform to enter customization details and release name badges as they need them.**

You no longer need to be involved in the specifics of order details. If you prefer to maintain control, you can also easily administer the program for your clients using the custom distributor portal set up for you.

This program also has a dedicated API which allows for **seamless integration with webstore programs you're already using** for other products, eliminating the need for rekeying data into **Badge Vault** specifically. If you need help, **Vault Promotions** will be happy to set up a call to discuss API integration and share test site information.

→ **Vault Promotions customizes and ships name badges to your customers within 24-72 hours.**

Vault Promotions handles the hard part – you just sit back and relax.

→ **You'll be notified when clients are running out of name badges.**

Now you can reach back out, restock their program and secure a new sale.

**Now that you understand how it works, turn this release program into profits by targeting these customers.**



### **Corporate**

With new hires, promotions and restructurings happening year-round, corporate clients need a steady supply of name badges for growing and changing teams. Explain how the Badge Vault Online Release Program allows them to get name badges whenever they need them, even when sudden staff or title changes happen.



### **Finance**

Help financial clients maintain a polished, consistent brand across every branch with name badges that can be easily reordered as staffing needs evolve. With plenty of premium options available, you can promise banks, credit unions and insurance companies a professional appearance that people will trust, down to the details.



### **Food Service**

Restaurants and food-service operations experience frequent staff changes, making name badges an easy-to-replenish uniform essential. From small mom-and-pop locales to high-end, multi-location chains, there's a name badge option perfect for your clients' needs and budgets.



### **Healthcare**

Large hospital networks and medical practices with multiple departments make healthcare a strong source of recurring badge orders. Name badges also help to provide clear identification, allowing patients and staff to quickly recognize roles and communicate with the right people.



### **Hospitality**

Hotels, resorts and other hospitality businesses need badges for a wide range of guest-facing roles, especially for those with fluctuating seasonal hiring. Clients can select different types of name badges for different staff roles to help guests identify team members who can assist with their needs.





### **Housing Communities**

Apartment complexes, senior living communities and other residential properties need badges for leasing, maintenance, management and support teams. Name badges are a low-cost way to build familiarity with residents and create a welcoming, professional environment.



### **Real Estate**

Brokerages and property management companies regularly acquire new agents and employees, making personalized name badges a necessary part of onboarding. Let clients know they're also an easy way to make a memorable first impression with prospective buyers and sellers.



### **Retail**

Stores and boutiques offer plenty of opportunities to turn employee name badges into steady, repeat business, especially those with multiple brands or locations. With so many styles to choose from, your clients can find an identification solution that best represents their store's brand and aesthetic.



### **Trade Shows**

Clients that exhibit at multiple events throughout the year need fresh badges as teams, attendees and event schedules change, creating repeat sales with every show. Pro tip: Present options from Vault Promotions where the price includes lanyards in their choice of colors.



### **Universities**

With faculty, staff, student workers and campus departments constantly changing, colleges and universities require name badges to be updated throughout the academic year. Name badges serve many purposes too, such as granting entry to dorm rooms, swiping meal cards and more.

**Ready to start selling? Reach out to Vault Promotions today to set up name badge webstores for these customers and more.**

**Vault Promotions, asi/93422**

To learn more, visit [this supplier on ESP+](#) or call (888) 505-6559.