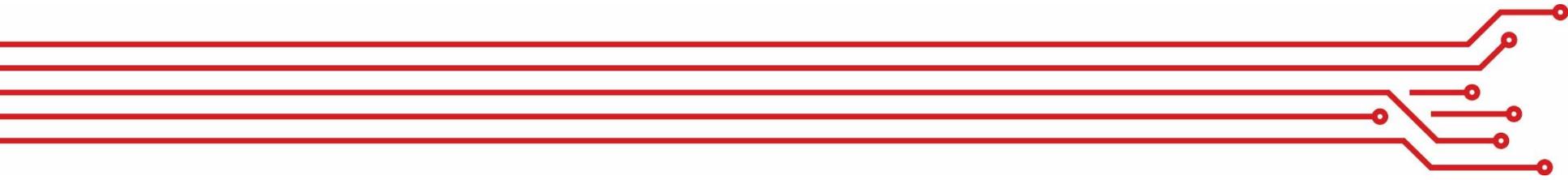




Creating ESP+ Presentations that Get Results

Mike D'Ottaviano
Executive Director, Corporate
Accounts

March 2025

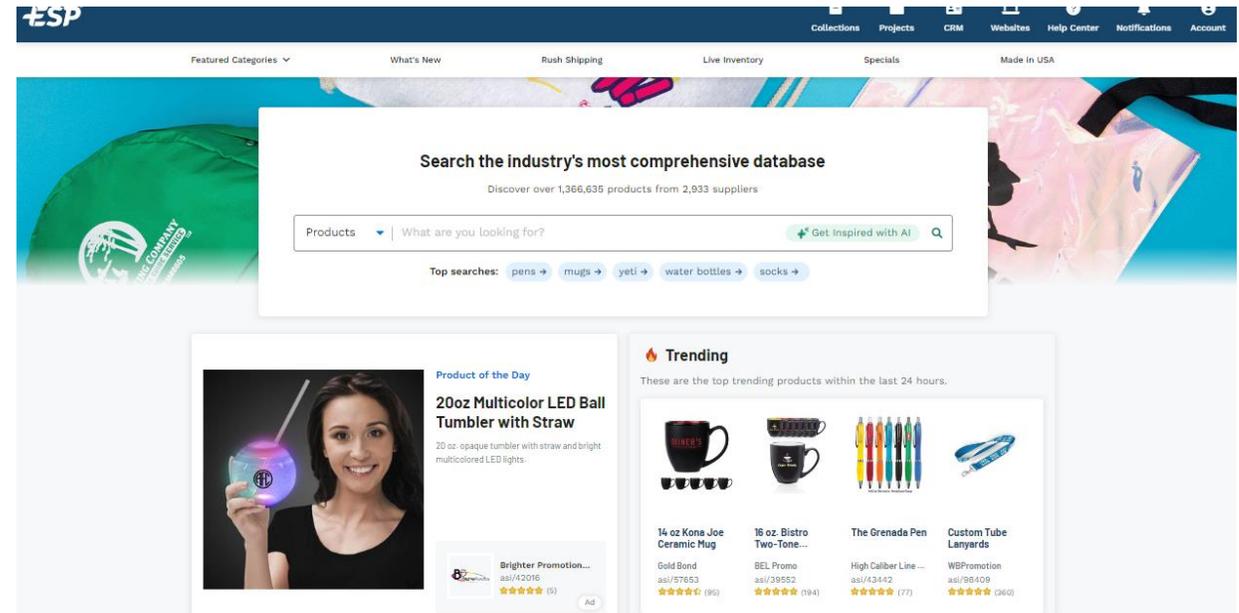


ESP+ Overview

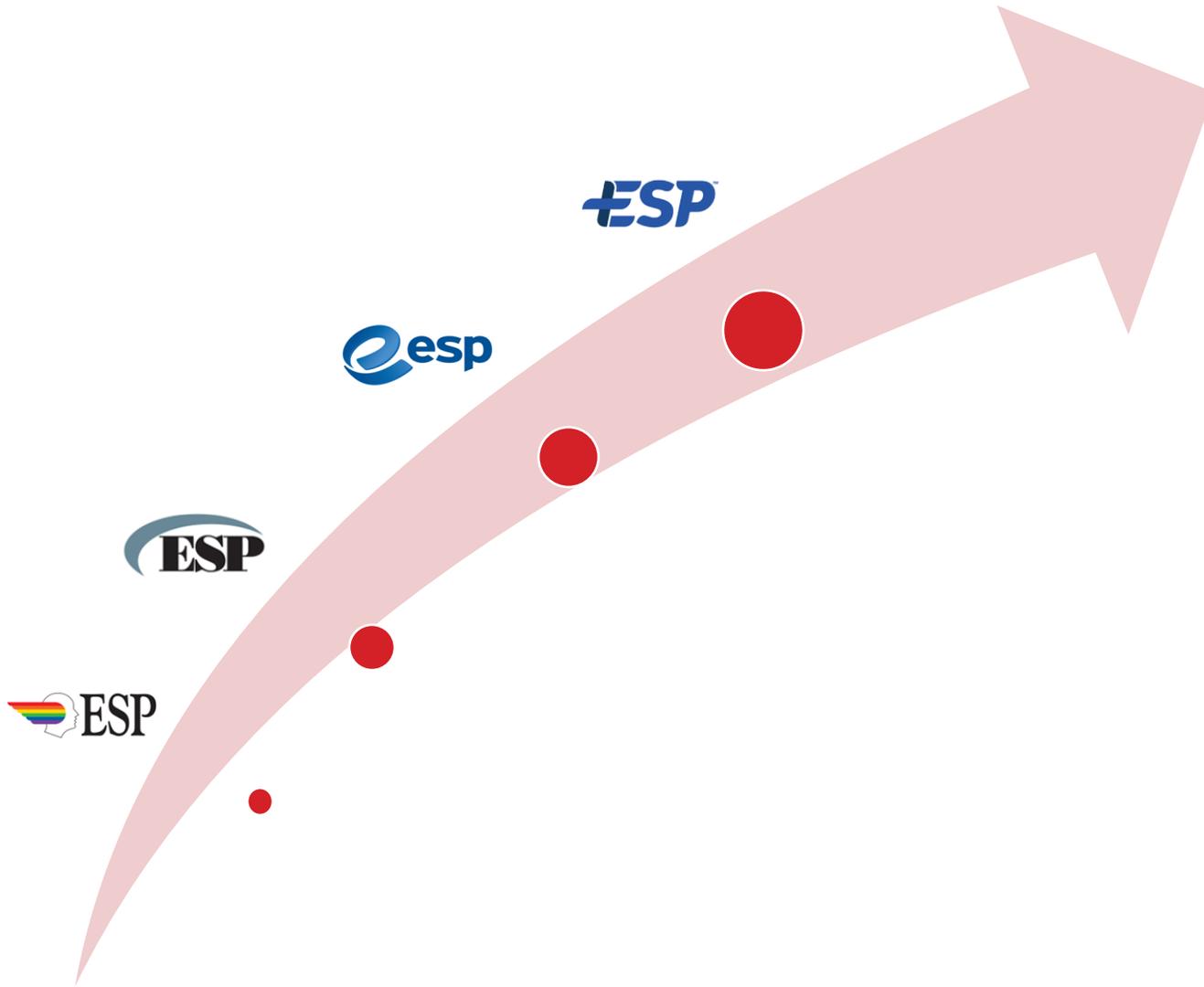
Introducing ESP+!

Connect to Everything You Need to Source, Sell and Succeed with Promotional Products

- Industry's #1 product sourcing tool
- Connecting distributors to suppliers
- Hosting a product library of over 1.2 million promotional products



Inspiration Behind the Upgrade

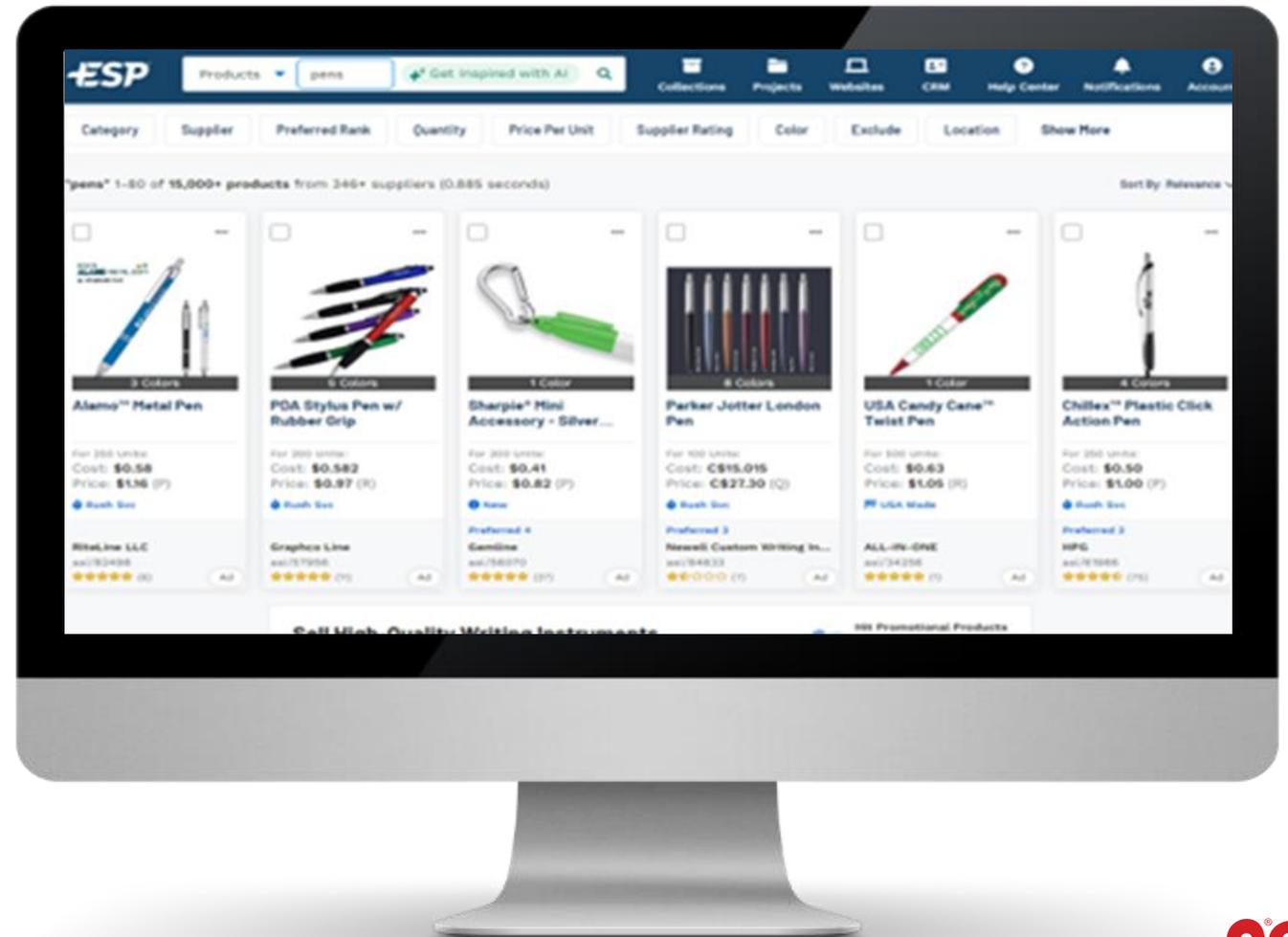


- Setting a new standard on **efficiency**
- **Speed and ease** to navigate the platform
- Addressing **industry professionals' needs** and daily changes

Elevate the Way You Work

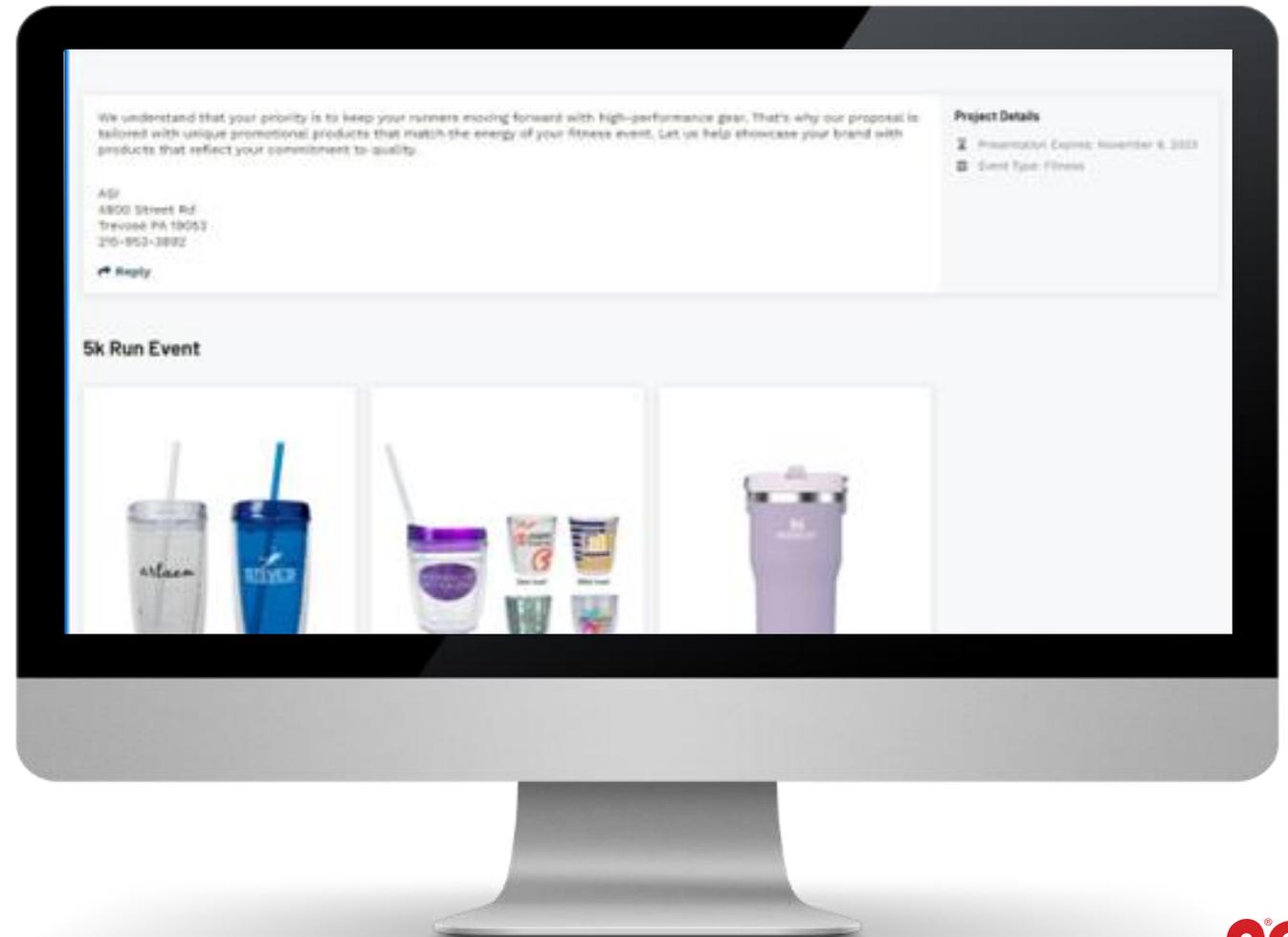
Key Features of ESP+

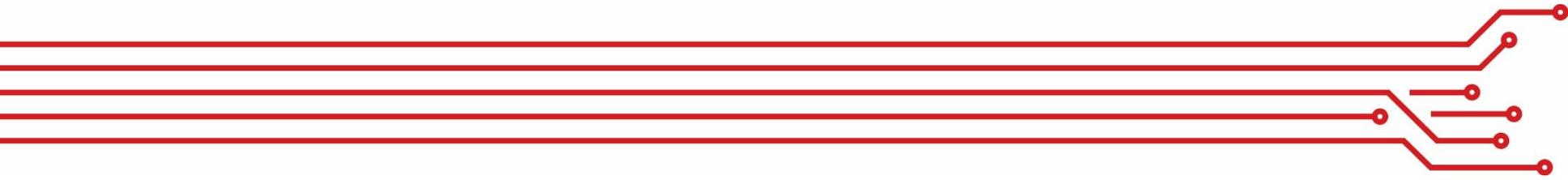
- ✓ Enhanced Product Search capabilities
- ✓ AI fueled search
- ✓ Curated Collections
- ✓ Share and collaborate with other team members for enhanced engagement
- ✓ Professional & Personalized Presentations
- ✓ AI-fueled in-app copy writer for quicker presentation set-up
- ✓ Streamlined Ordering Process



ESP+ Client Portal: Interact and Collaborate

Easily engage
with your clients
and act quickly
on real time
notifications

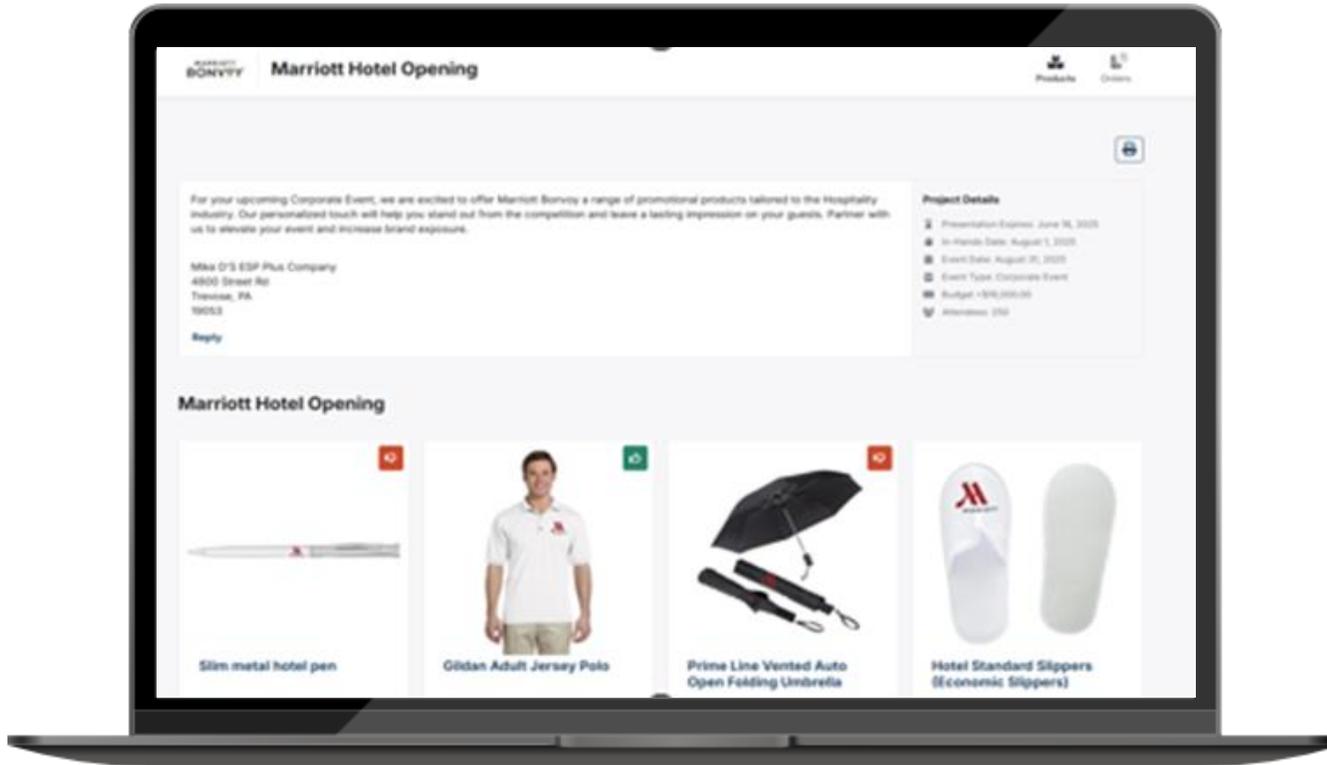




ESP+ Presentations

ESP+ Presentations: Easy Setup

Simplified Presentation Creation



- **Streamlined Process:** ESP+ Presentations suggests your company information and auto-populates logos, website URLs, and more.
- **Time-Saving:** Reduces manual input, saving valuable time.

AI Capabilities

Smart and Personalized Proposals for Each Client



Product Summaries: Combine supplier information with client needs for well-curated product recommendations



Email Drafts: Save time with AI-generated email templates, making client outreach quick and professional



Introductory Notes: Welcome your client with a tailored, thoughtful greeting

Virtual Samples and Customization

Personalize with Virtual Samples

- **Realistic Previews:** Showcase client logos on products, offering realistic preview of their potential order
- **Customizable Display:** Choose what information to include, such as additional charges, product variations, and color options
- **Real-Time Updates:** View updates in preview mode.



Redwood 40oz Stainless Steel Water Bottle

CPN-553998555

Whether you are exploring the outdoors or working in the office, this bottle will provide a clean, fresh taste! This sleek and sturdy wide-mouth bottle is made of high-grade stainless steel and won't rust or rupture. The materials used in the thermos are environmentally friendly materials that are harmless to the body. Insulation technology Double-layer vacuum insulation keeps the beverage cold for 24 hours or hot water for 12 hours.

Pricing and Charges

Price From \$22.18 - \$27.98

Colors

Dark Brown, Dark Blue, Medium Black, Dark White

Sizes

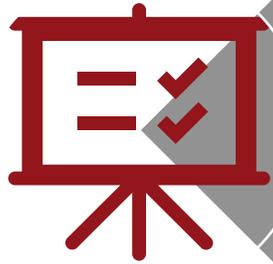
40 oz

Materials

Stainless Steel

Crafting Proposals That Convert

Position the Right Products and Pricing



Right Products and Pricing:
Create compelling, conversion-driven proposals.



Engage and Influence:
Position presentations that engage and convert to quotes

Charity Frost Walk Event



1" Glitter Ink Custom Silkscreen Lanyard, Flat...



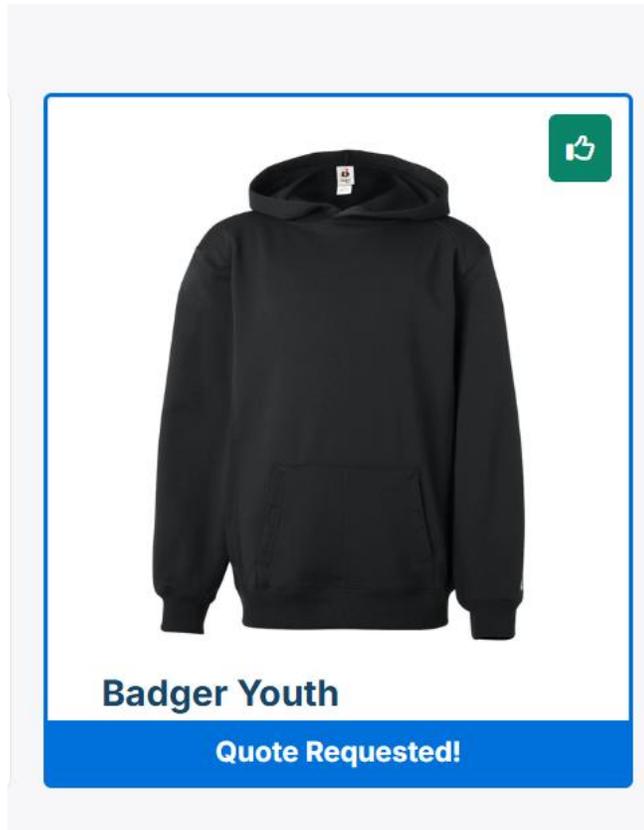
Redwood 40oz Stainless Steel Water Bottle



Badger Youth BT5 Performance Fleece...

Sharing and Communication

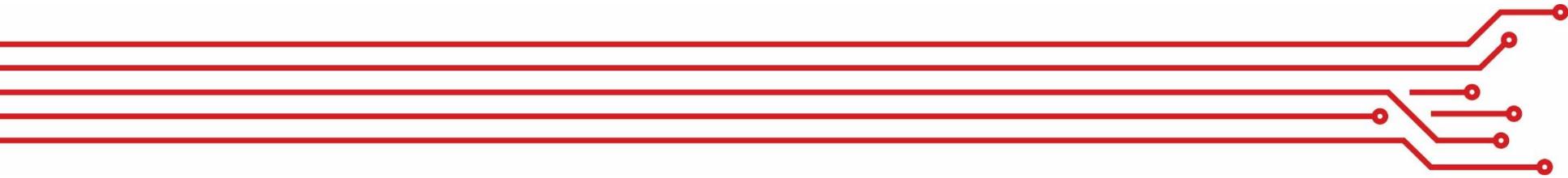
Seamless Sharing Options



Print-Friendly Formats: Share proposals via email attachments or preferred communication methods.



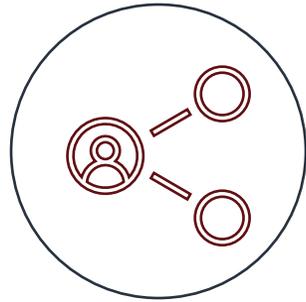
Connected System and Client Portals: Clients view and interact with proposals in real time. Track client actions for valuable insights.



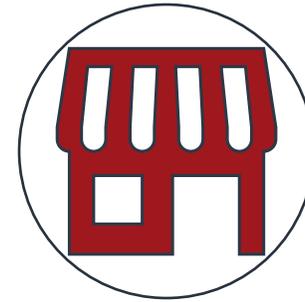
ESP+ Presentations Live Demo

Why Choose ESP+ Presentations

All-in-One Connected System

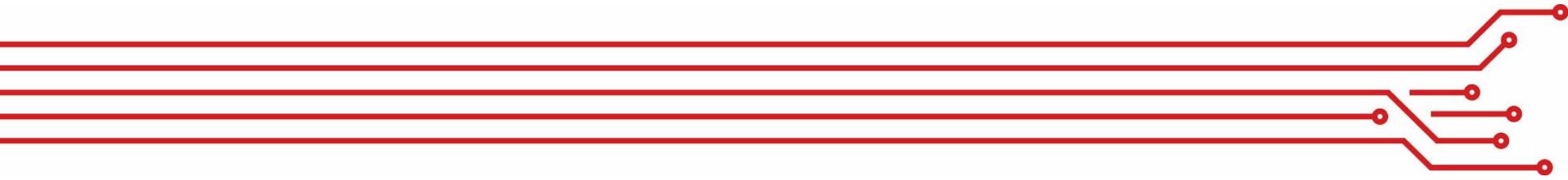


Seamless Integration: Search for products, build presentations, and share them from a single platform



Evolve into Sales Tools: Seamlessly convert ESP+ Presentations into other sales tools, like branded online stores for your clients. Drive long-term revenue for your business.





Questions

VISIT US AT **ASI BOOTH #719**
TO LEARN MORE.





**Share your feedback
on the session with us!**



March 2025