



Education Day Wrap-Up: Tactics & Takeaways

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January 4-6, 2025



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Mimi Brown, AMP Up Success

- Influence starts with understanding what motivates your buyer – connect emotionally before you persuade logically.
- Position yourself as a problem solver, not just a seller – show how your solution uniquely addresses their pain points.
- Adapt your selling approach to match your buyer's personality type – flexibility can transform a "no" into a "yes."
- Recognize the behavioral clues your buyer gives – mirroring their communication style increases connection and rapport.

Mike D'Ottaviano, ASI

- **Use ESP+ to run all aspects of your promo business.** Search 1.2+ million products from nearly 3,000 suppliers and create custom presentations.
- **Save time with AI-fueled features in ESP+.** Get guidance when you search, create a presentation or draft an email.
- **Allow customers to shop and buy promo from you with an ESP+ website.** Clients can shop nearly 1 million promo products and you can easily fulfill orders through ESP+.
- **Improve client relationships with ESP+ Stores.** Design and launch a storefront tailored to your customers' needs.

Mary Furto, PCNA

- 85% of people have changed their purchasing habits to become more sustainable in the past five years.
- 73% of consumers wish they could slow down the pace of their life.
- The right promo products can create joyful moments that bring comfort and connection to the end-user.
- U.S. consumers now consider wellness a top or important priority in their everyday lives – especially Millennials and Gen Z.

Sameena Safdar, Amplify Your Voice

- Everyone has a personal brand – make sure yours works for you, not against you, by honing it.
- Own your success and don't downplay your wins – they're part of your brand.
- Social media is for engaging – participate authentically, beyond passive reactions.
- 78% of salespeople using social selling outperform those who don't. Be sure you're not wasting your LinkedIn as mere electronic storage for your resume.

Lisa Cross, NAPCO Research

- Print is a broad, profitable product category that's used across all industries, including by your current clients.
- Many of your competitors are already incorporating print into their services.
- Adding print enables you to better serve your customers, diversify your revenue streams and drive sales growth.
- You can integrate print into your business in several ways, such as starting with your existing customers, partnering with print providers or acquiring a print distributor.

Jenna Sackett, Stahls'

- Embrace the flexibility and efficiency of heat printing to enhance your company's product offerings.
- Leverage custom promo products to build brand awareness and foster stronger connections with your clients and prospects.
- Expand your business by creating high-quality, impactful logoed items that leave a lasting impression.

Meg Erber, Proforma

- **Define your “Big Why.”** Success begins with understanding your purpose. Whether it’s personal or professional, having a clear vision helps you stay focused and overcome obstacles.
- **Embrace persistence and strategies.** Resilience and adaptability in the face of setbacks, such as economic downturns or personal challenges, are critical to long-term growth.
- **Build relationships that last.** Investing in networking, mentorship and community involvement creates trust and opens doors for collaboration and success.
- **Create a legacy through leadership.** By leading with purpose, you inspire others to transform challenges into opportunities, creating a legacy that extends far beyond individual achievements.

Janet Johnson, Janet E. Johnson Agency

- Using a combo of organic and paid social media will get you the best results.
- Focus on vertical video for both organic and paid on any or all of these platforms: Instagram, Facebook, TikTok and YouTube.
- Take action on using new AI strategies, video creation and running ads – better to be imperfect than not take any action at all.



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