



Go Beyond the Search & Get More Out of ESP

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ESP

The industry's #1 business platform



**Virtual Samples
Tool**



CRM



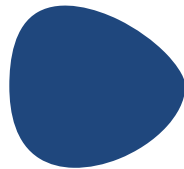
Orders



The Idea Center



Presentations



Email Marketing

Virtual Samples Tool

When 93% of product-purchasing decisions are made based on appearance alone, creating the perfect virtual sample is invaluable! With the newly redesigned Virtual Samples tool in ESP, you can:

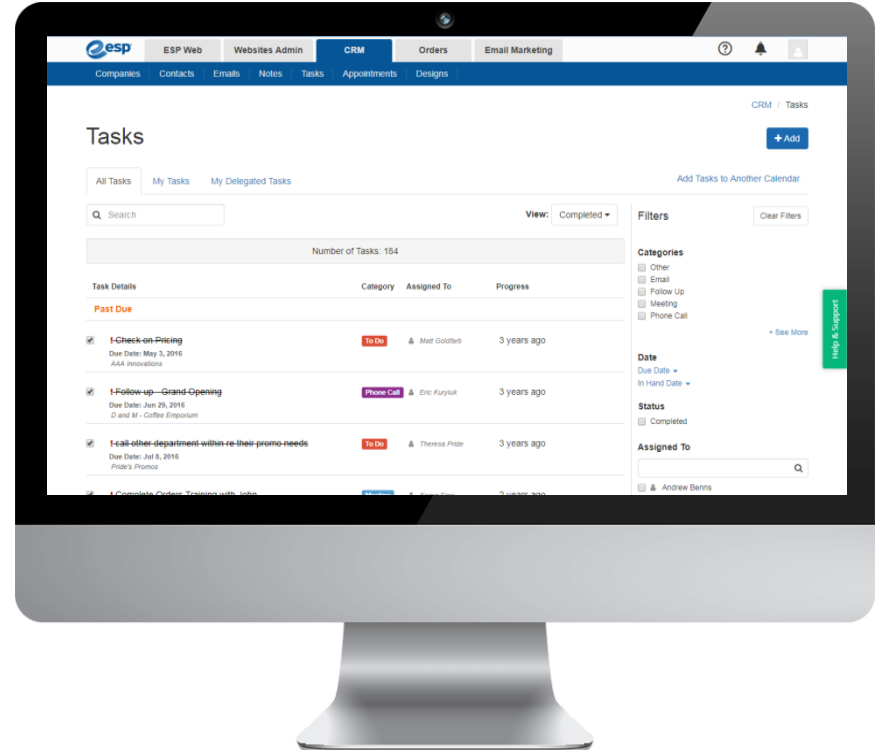
- ✓ Drag your customer's logo on to products or create a design for them
- ✓ Remove the background color from a logo, change its color, or rotate it
- ✓ Add multiple images, shapes, or text to a product
- ✓ Add your finished Virtual Sample logo to all your products with one click, put it in a presentation, or download it as an SVG



CRM

Your business depends on you never missing a beat. Staying on track has never been easier than with ESP Customer Relationship Manager (CRM). Manage all your contact information, communications, projects, appointments and tasks right in ESP. You can also:

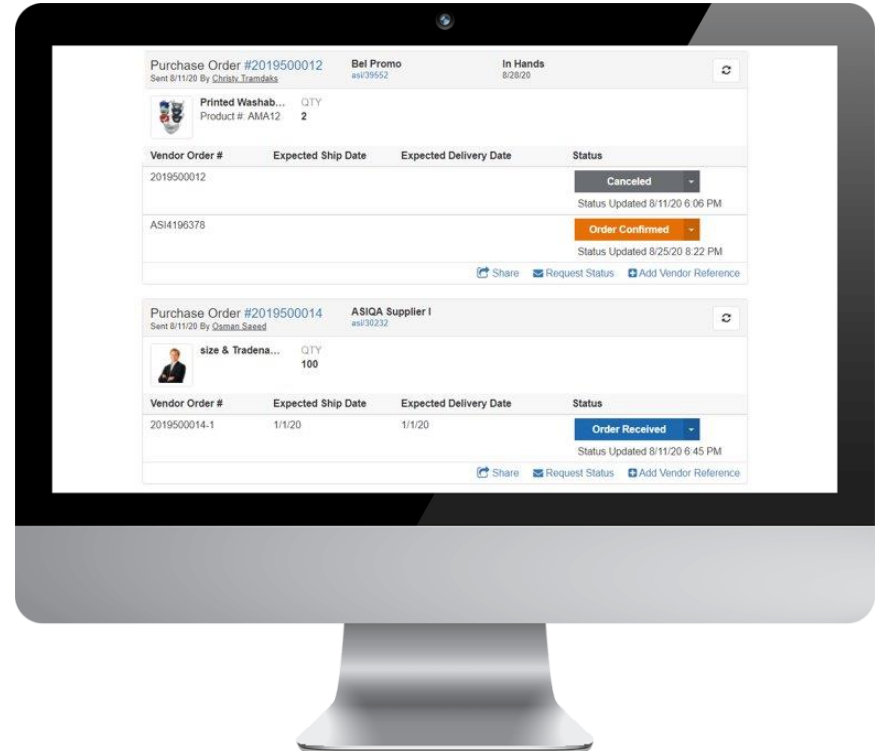
- ✔ Add notes to remember every detail of your conversations
- ✔ Set tasks and reminders to follow up with clients
- ✔ Keep track of customer history, including logos and designs, presentations, emails sent, previous orders and more



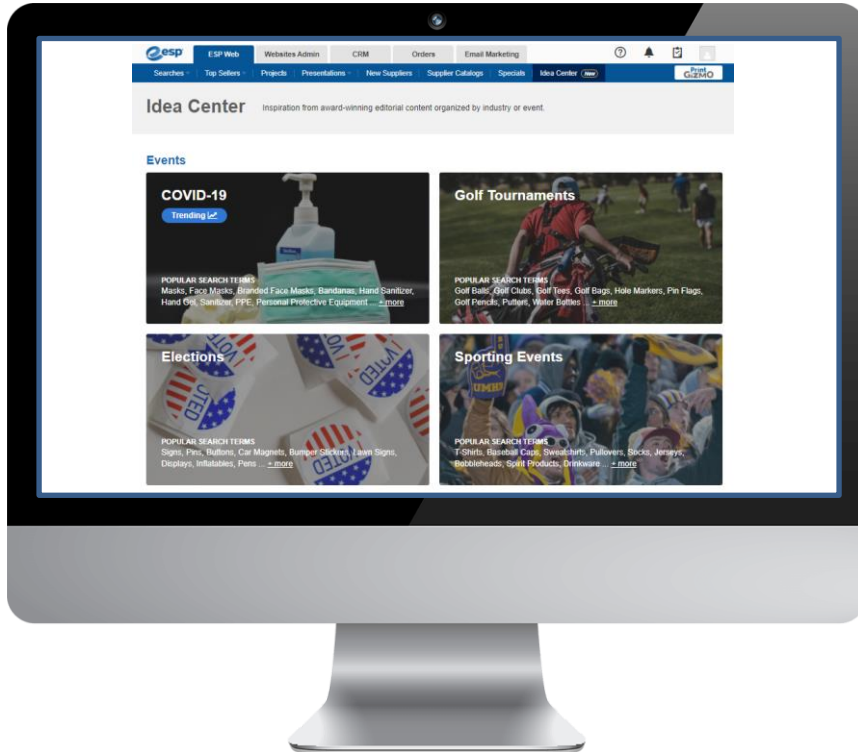
Orders

ASI is improving the Order Status feature in ESP by making real time Order Status more accessible for more Purchase Orders. We worked with several of the largest Suppliers in the industry to proactively validate credentials for Distributors, so that accessing Order Status is seamless for you.

- ✔ Access real time order status information directly from ESP
- ✔ Potential to yield big efficiencies through reduced calls
- ✔ Less time spent on mundane tasks gives you more time to SELL.

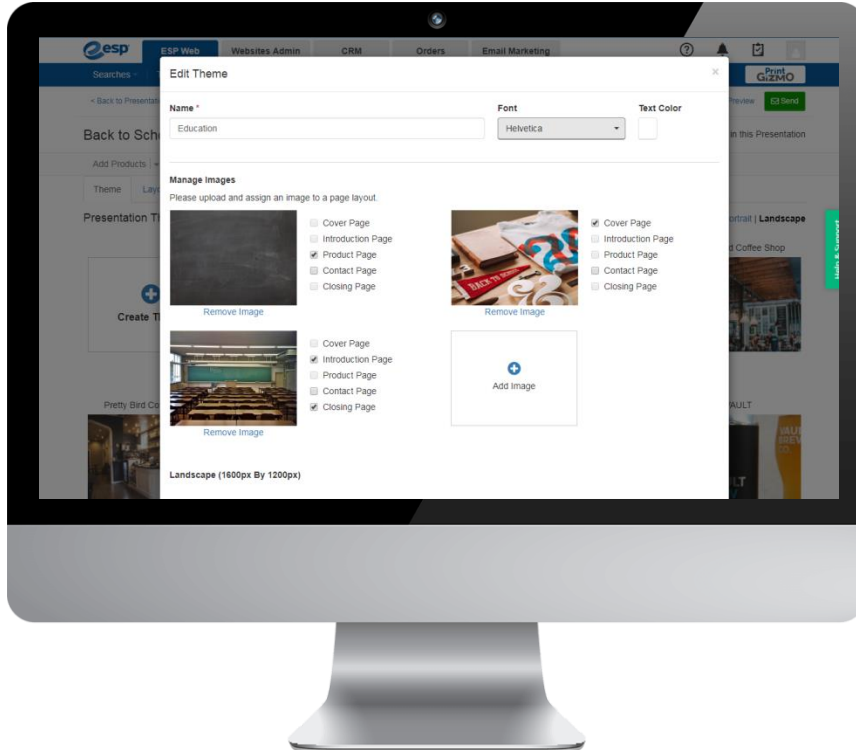


The Idea Center



The Idea Center is a page in ESP where you can get inspiration from award-winning editorial content organized by industry or event. Browse through articles, popular search terms, and videos to help you find the perfect product for your client.

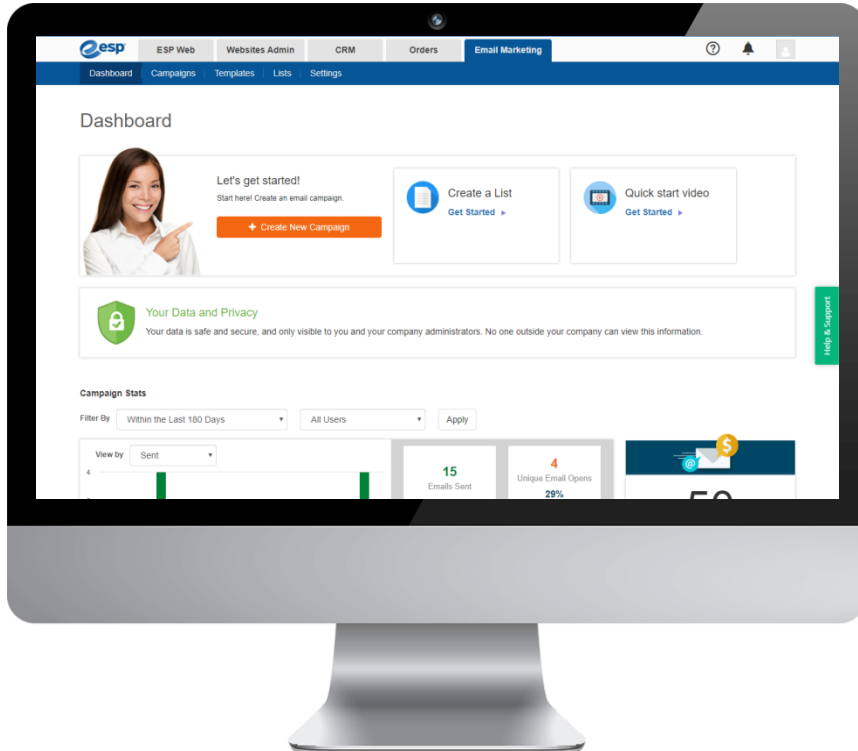
Presentations



How you present yourself, your business and your products can make or break a sale. The Presentations tool in ESP® allows you to quickly and easily build professional presentations with multiple product options, custom design elements and much more.

- ✔ Choose from professionally designed templates or create your own
- ✔ Add products from ESP and choose which fields your client will see
- ✔ Download your presentation, publish it to your website or send your client a URL
- ✔ Be notified when your client opens, views, or comments on the presentation

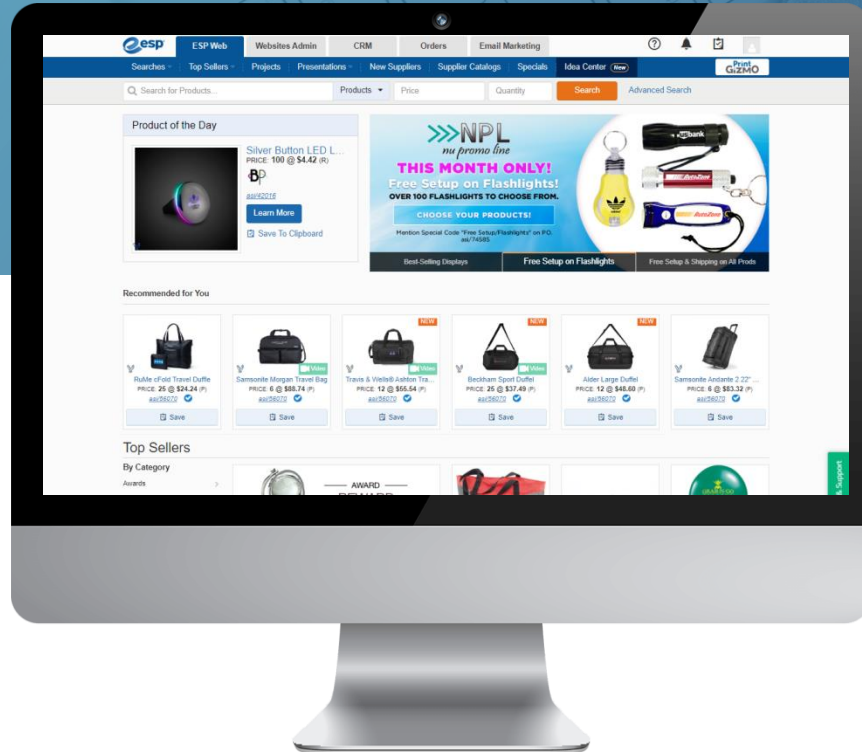
Email Marketing



A typical sale requires multiple touches before purchase, but you can only call or meet so many people in a week. ESP Email Marketing is the easiest way to reach multiple contacts and stay top-of-mind in between those calls or meetings. It allows you to:

- ✓ Build professional emails with easy-to-edit templates, or create your own
- ✓ Include products directly from ESP
- ✓ Choose recipients from CRM
- ✓ Track success with reporting (opens, clicks, and more)

Demo



Questions?

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