



## Education Day Wrap-Up: Tactics & Takeaways

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July 22-24, 2025

# 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.

# Stephanie Preston, PCNA

- Top holiday gifting trends show that 65% of shoppers prioritize gifts that are both useful and aesthetically elevated.
- Gifts with purpose are also important, as 73% say product materials impact purchase decisions. Sustainability matters.
- 48% of corporate gift buyers say they're increasing budgets in 2025, with a focus on "retail-quality" executive gifts.
- 64% say packaging influences satisfaction, proving that presentation counts.

# 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.

## C.J. Mittica, ASI

- Success in sales and buyer relationships comes from trust-based, consultative selling and strategic discovery – prioritize client challenges and building relationships over product pitches.
- Effective strategies for marketing and brand differentiation include account-based marketing and personalized outreach. Creative self-promos and thought leadership help you stand out from the competition.
- Streamlined operations rely on investing in robust and integrated technology, and being intentional about growth to preserve your culture and customer service standards.
- When it comes to hiring and team building, top recruits are driven, empathetic and culturally aligned; industry knowledge can be taught, but mindset and grit are essential.

# Janet Johnson, Janet E. Johnson Agency

- Meta is pay to play. Organic reach is tough to gain consistent results and scale your business.
- Focus on short-form 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 – it's better to be imperfect than to not take any action at all.

# Dave Leskusky, PRINTING United Alliance

- 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 through strategic M&A.

# Lizz Riedy, Stahls'

- Use the latest heat transfer tech to deliver high-quality decoration while reducing costly errors.
- Hats drive brand impressions and add a profitable, easy-to-sell promo category.
- With the right tools, you can decorate challenging items – often without a heat press – expanding your branded merch offering.
- Combine vinyl, DTF and screen-printed transfers for layered, dimensional designs that command premium pricing.



# John Young, ASI

- ESP+ Quotes make it easy to talk to your clients when and how they like, shortening your cycle time from request to response.
- Use ESP+ Orders for a smooth, no-drama fulfillment process – so you can spend more time on the buyers that you already know *will* require some extra TLC.
- ESP+ Invoices streamline the payment process, helping get more money out of your pipeline and into your bank account.



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