

Your 5-Step Road Map to Adding Promo Products



Start offering branded merchandise fast! Access reliable vendors, real-time inventory and built-in quoting tools – all in one place.

The 5-Step Road Map

1. Get a Real Promo Business Platform

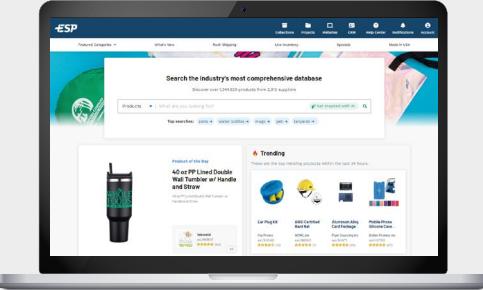
Why it matters: Promo has endless variations (decorations, pricing, timelines). Retail search won't cut it.

Best starting point: Join a membership organization (like ASI®) to access a pro platform (like ESP+).

ESP+ gives you:

- Vetted vendor network
- Real-time product + inventory data
- Decoration details + pricing
- Presentations + quote-to-order tools
- Built-in promo workflow

Key point: The platform organizes products, vendors and pricing so you can quote with confidence.



2. Understand Your Customers' Needs

Don't start with products – start with conversations. Clients tell you the need. You source the solution.

Ask about:

• Upcoming events	• Customer appreciation
• Onboarding kits	• Seasonal promos
• Employee gifts	• Conferences/trade shows

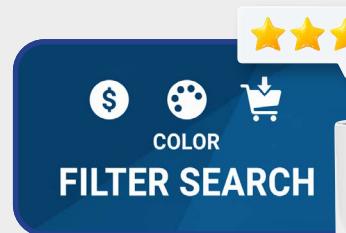
Look for patterns. Pick your top 1-2 "go-to" use cases.



3. Source Fast Using ESP+

In ESP+ you can:

- Filter by price, color, category
- Compare items side-by-side
- Check production time + inventory
- Review vendor ratings
- Build presentations + quotes fast



4. Prep Simple Selling Tools

Create a few “ready-to-sell” basics:

- “We now offer branded merchandise” email
- Flyer/service menu
- Popular categories list
- Optional sample kit
- Add to every quote/signature:
“Do you also need promo items?”



Activate Your ESP+ Website

Get a professional site powered by the ESP+ marketplace, which updates automatically. Build credibility fast and give customers a place to browse and buy promo.

5. Launch to Your Existing Clients

Start with people who already trust you.

Ask:

“Are you ordering any branded items for upcoming events or projects?”

Then:

Need → Search → Compare → Quote → Order → Track (all in platform).

Result: Professional service without search engines or vendor roulette.



Adding promo doesn’t require inventory or experience. With the right platform and this road map, you can sell branded merchandise quickly and confidently.

Visit asicentral.com to learn more and start offering clients more of what they already want.