Your 5-Step Road Map to Adding Promo Products

A practical guide for established businesses to start selling promo.

Table of Contents

Why Promo, Why Now

If you're already running a business (for example: printing, awards/trophies, signage, apparel decoration, marketing services or similar) you're in the perfect position to start selling promotional products (promo). The demand is already there — your customers are already buying branded merchandise; they're just buying it somewhere else. The fastest way to add this revenue stream isn't to chase vendors or hunt online for products.
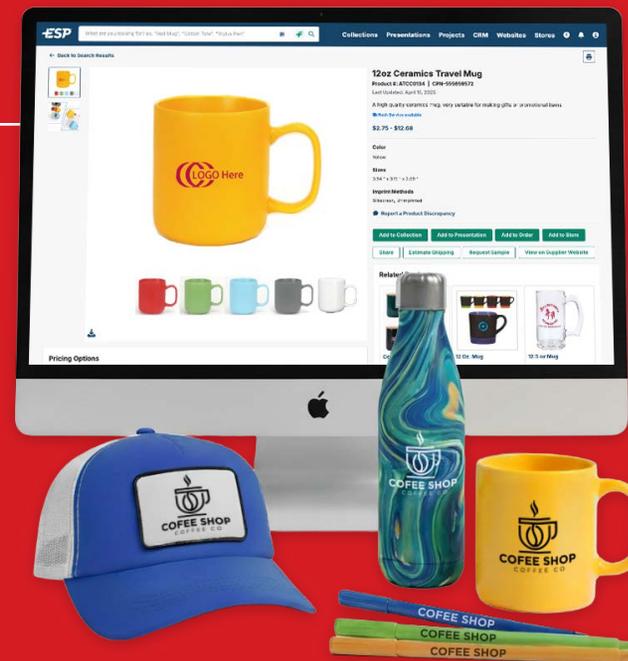
The secret is simple: **You need the right business platform.** Once you have that, sourcing, quoting and placing orders becomes a repeatable workflow instead of a guessing game.

This e-book lays out a straightforward five-step road map to help you start offering promo products quickly and confidently.

Now, let's walk through the five steps.

STEP 1:
# Get Access to a Real Promo Business Platform

Promo is a massive industry with millions of product configurations. A single item can come with multiple decoration methods, pricing structures, minimums, lead times and vendor policies. That's exactly why general search engines and retail marketplaces can't reliably support accurate quotes – or dependable fulfillment.

Most serious sellers start by **joining a membership organization like ASI®,** which provides access to a professional promotional product platform like **ESP+.** With the right platform in place, you can source products, compare options and build quotes in minutes – not hours.

A platform like **ESP+** gives you:

- A fully vetted vendor network
- Real-time product data
- Decoration details and pricing
- Stock visibility and production timelines
- Quote-to-order tools
- A built-in promotional products workflow

Key idea: You can't confidently choose products, vendors or pricing until you have access to the system that organizes it all.

3
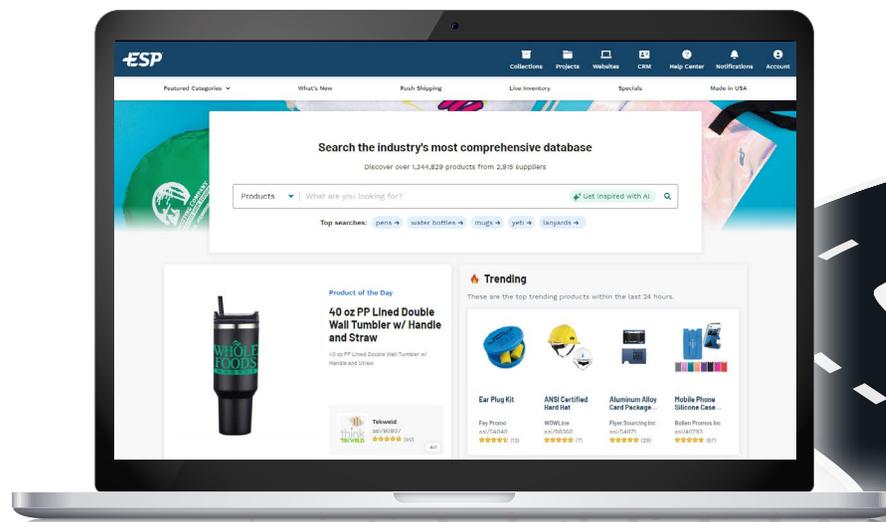
STEP 2:
Understand Your Customers' Needs

Once you have the right platform, your next move is simple: **Talk to your existing customers.**

Don't start by picking products. Start by uncovering what they already need. Ask about:

- Upcoming events
- New employee onboarding
- Employee gifts
- Customer appreciation programs
- Seasonal promotions
- Conferences and trade shows

Most businesses already buy branded merchandise somewhere. Your advantage is that you already have the relationship – now you can use **ESP+ product search** to source the right options for what they're already planning.

Listen for patterns. Then choose the top 1-2 use cases you hear most often. Those become your first "go-to" offerings (for example, onboarding kits and event giveaways).

Your clients tell you the need. You source the solution.

STEP 3:
Source Anything in Seconds Using ESP+

After you understand demand, the next step is learning to search quickly and confidently inside your platform.

In **ESP+,** you can:

- Filter by price, color and category
- Compare similar products side by side
- Check inventory and production timelines
- Review vendor ratings
- Build presentations, quotes and orders faster

This is what turns promotional product sourcing into a simple, repeatable process. You don't need to memorize vendors or keep mental lists of products. You just need to know how to navigate the tools in your promo distributor platform.

When you can source on demand, you're ready to sell.

STEP 4:
Prepare Simple Selling Tools

Before you announce anything publicly, prepare a few basics that signal to customers: "Yes, we do promo now – and we're ready."

Keep it simple. The goal is to look reliable and easy to work with.

Start with:

- A short "We now offer branded merchandise" email
- A simple service menu or one-page flyer
- A short list of popular categories you can offer
- A line on every quote and in every signature asking, "Do you also need promo items?"
- (Optional) A basic sample kit

Launch Your ESP+ Website

As an ASI member with access to ESP+, you can launch a professional website quickly. An **ESP+ Website** pulls directly from the ESP+ promotional product catalog, so it stays updated with current products, pricing and vendor information with minimal manual effort.

An ESP+ Website helps you:

- Look established and credible from day one
- Give clients a place to browse product options
- Capture leads with built-in contact forms
- Showcase popular categories without building pages yourself
- Support conversations and quotes with live product data

It's one of the fastest ways to start selling promo — because you don't need to be a designer, developer or product expert to get a strong presence live.
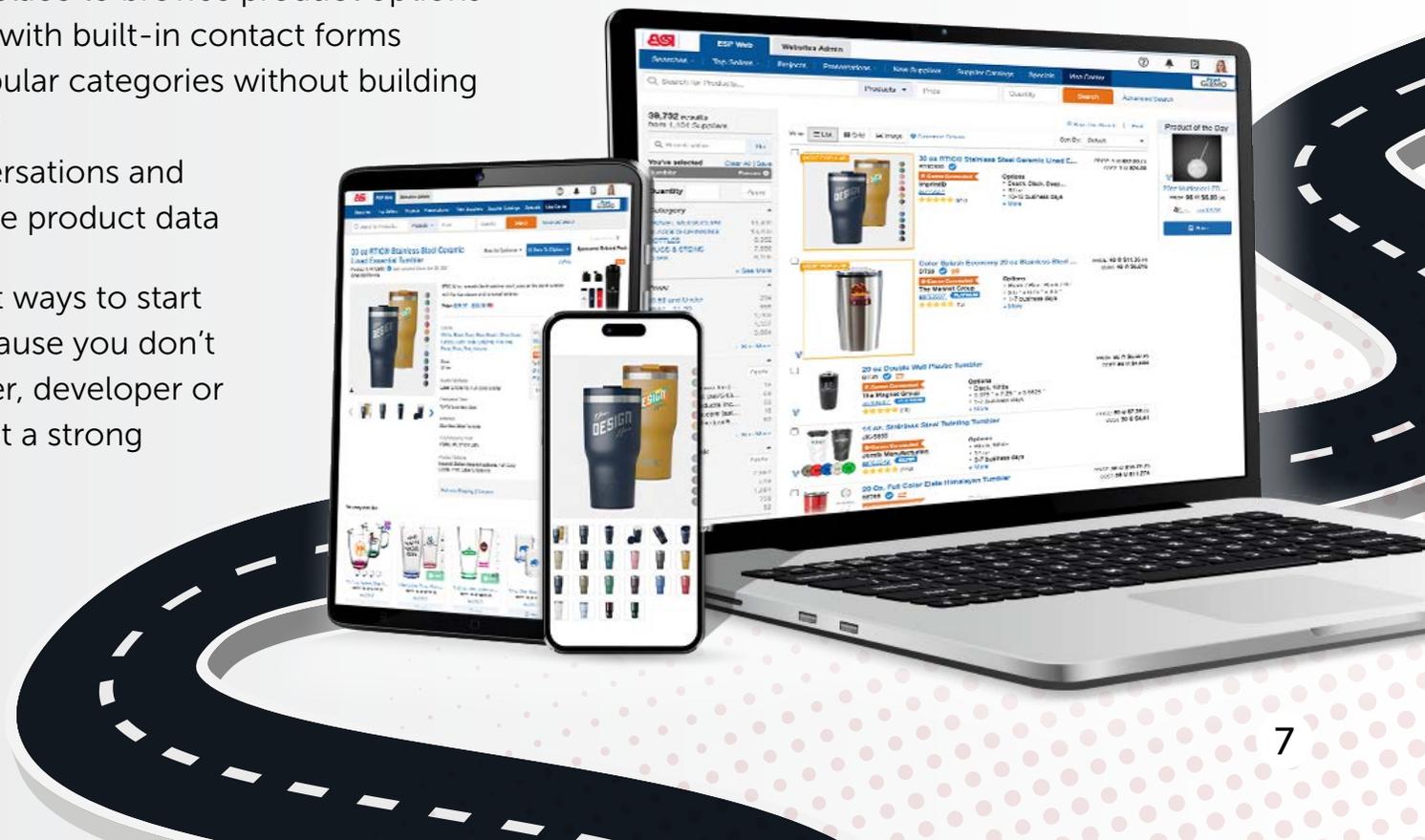
STEP 5:
Launch to Your Existing Clients

Now you're ready to start taking orders – starting with the customers you already have.

They already trust you. Many of them already buy branded merchandise through someone else. Your job is to open the door with one simple question:

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

When they say yes, your platform supports the full workflow:

- Confirm what they need
- Search the promo catalog
- Compare product options
- Pick the best vendor
- Build a client presentation

- Create a quote
- Place the order
- Track it end-to-end through a streamlined promo workflow

You're delivering professional service without Googling, guessing or gambling on unknown suppliers.

Next Steps

Adding promo doesn't require inventory, vendor expertise or years of industry experience. With the right technology and this five-step road map, an established business can start offering branded merchandise quickly and confidently.

Start with the platform. Understand customer needs. Learn to source. Prepare simple selling tools. Launch to the clients you already have.

You're not just adding a product line – you're adding an entire revenue stream.

Ready to start selling promo the smart way? Get the tools you need to source, quote and fulfill promotional product orders with confidence.

Join ASI to get access to ESP+ and get started.

9