

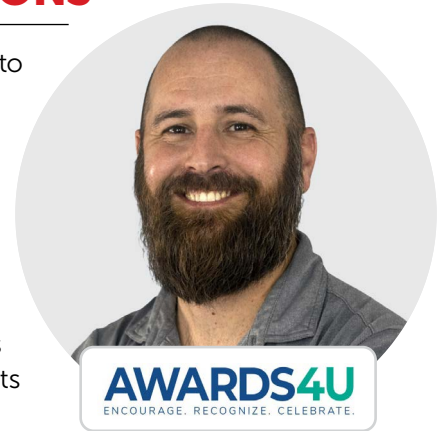
Awards4U: How ASI Helped a Trusted Awards Company Turn Speed & Accuracy Into \$750K in Growth

SUPPORTING BIG BRANDS & PUBLIC INSTITUTIONS

Behind every polished award or promotional piece is a partner clients count on to deliver.

For more than 35 years, **Awards4U (asi/341537)** has supported organizations across Florida with awards, recognition and promotional solutions for demanding institutional environments. Based in Tallahassee, the company works with some impressive clients, including Florida Agricultural and Mechanical University (FAMU), Florida State University (FSU), Tallahassee State College and multiple state agencies.

Cassidy Parsons, Promotional Products Specialist, shared with us how leading this promo operation pushed Awards4U to find a faster, more reliable way to serve clients and how ESP+ became part of that solution.



THE CHALLENGE: SPINNING WHEELS

Before adopting ESP+, the team relied primarily on other industry tools for product research and presentations. This created ongoing challenges, including inaccurate pricing and discontinued products; outdated inventory data; time-consuming vendor verification; and unprofessional presentation layouts.

Too often, Cassidy was spending days on research and vendor outreach, often following up with clients to correct pricing or availability – conversations that undermined confidence and professionalism. As Cassidy put it, the team was “spinning its wheels,” spending more time verifying data than selling.



THE TURNING POINT: DISCOVERING ESP+

When Cassidy evaluated ESP+, several capabilities stood out right away:

- **Live inventory with accurate, up-to-date pricing**
- **Advanced, intuitive product search**
- **A flexible, professional presentation tool**

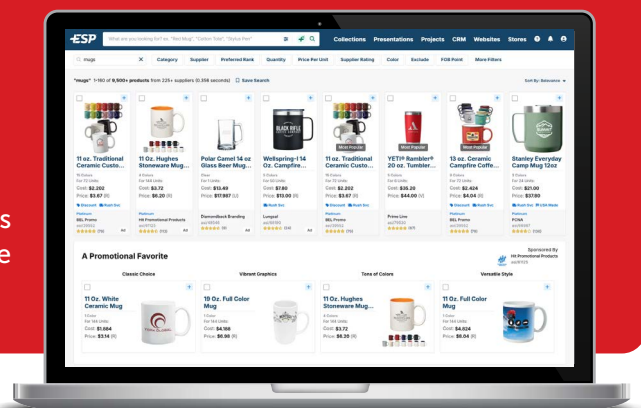
With a background in graphic design, Cassidy had previously created presentations manually to maintain quality. ESP+ allowed him to upload custom templates, reuse layouts and tailor presentations for each client, delivering polished, branded proposals in minutes instead of hours.

PUTTING ESP+ TO WORK EVERY DAY

Cassidy loved that ESP+ supported the entire promotional products journey:

- **Searching and filtering products by event type or industry**
- **Highlighting trusted and preferred suppliers**
- **Creating branded, professional presentations quickly**
- **Uploading logos and generating accurate product mockups**
- **Accessing supplier contact details and order information all in one place**

With everything centralized, Cassidy was spending far less time searching, verifying and following up – and far more time selling.





\$750,000
in increased
promotional sales

THE IMPACT: \$750K IN GROWTH

The results were significant.

In 2022, promotional product sales were relatively flat at approximately \$350,000. After fully adopting ESP+, the team experienced a dramatic shift:

- **Tasks that once took an hour per order now take minutes.**
- **One person can process 4-5 orders in the time it previously took to complete one.**
- **Sales presentations delivered in minutes.**
- **Clients respond faster and place orders with greater confidence.**

The result: approximately \$750,000 in increased promotional sales.

SPEED AS A COMPETITIVE ADVANTAGE

Clients consistently respond positively to the speed and professionalism enabled by ESP+. Presentations arrive quickly, pricing is accurate and the overall experience feels seamless.

In a competitive and saturated market, this combination has helped Awards4U retain major accounts and outperform competitors who may offer lower prices but can't match the responsiveness or reliability.



EXPANDING WITH ONLINE STORES & LANDING PAGES

As the business plans for continued growth, the next focus is leveraging ESP+ Stores and ESP+ Websites. Creating client-specific stores will allow frequent buyers to place orders directly – reducing manual steps and further improving turnaround time.

POSITIONED FOR THE FUTURE

For Cassidy, ESP+ became more than a tool. It became the foundation that allowed him to operate with confidence, consistency and momentum.

By bringing products, suppliers, pricing, inventory, presentations and communication into one platform, ESP+ changed how Awards4U works, sells and scales. What began as a need for efficiency evolved into a competitive advantage, helping the business respond faster, present more professionally and support long-term growth.



Explore how ASI® can help your business grow like Awards4U.

Explore Now