

AGI Internship PROGRAM

TRAINING VIDEO CHECKLIST

Distributor Core Curriculum (We highly recommend all distributor interns watch these videos)

Promotional Products Industry 101 (38:03)

If you only watch one video, we recommend it be this one because you will learn:

- What a promotional product is
- Types of promo products
- Other names for promotional products
- The relationship between suppliers and distributors
- The definition of supplier, distributor, decorator, end-buyer, end user and other players
- Who buys promotional products
- Industry jargon

Getting Started With ESP Web (35:40)

We highly recommend this video for interns who will use ESP because you will learn how to:

- Search for products, suppliers and decorators in ESP
- Generate a preferred vendor list and add preferred pricing
- Get supplier contact info and product numbers
- Use the inventory features, shipping estimator and compare product feature
- Switch to client safe mode for client presentations

Professional Communications (43:38)

We recommend this video for all interns because you will learn:

- Ways to improve their writing
- Proofreading tips
- Rules of email etiquette
- Basic phone skills
- How to present at meetings

Customer Service Essentials (14:04)

We recommend this video for interns talking on the phone with clients because you will learn:

- The most important customer service practices
- Components of a successful call
- Techniques for dealing with challenging customers
- What to know before making or taking calls
- The scripts to use for inbound calls, outbound calls and voicemails

State of the Industry Review (22:10)

We recommend this video for all interns because you will learn:

- The leading markets for promotional products
- What drives products to be in demand
- The importance of where a product is made and whether it's environmentally friendly
- The biggest challenges faced by distributors and suppliers

Cracking the Industry's Price Code (7:43)

We recommend this video for all interns because you will learn:

- Definitions of catalog price, net cost, EQP and NQP
- The importance of the industry price code system
- The letters for each price code and what they mean
- Recommended price codes to use and how changes will affect profits

Supplier Core Curriculum (We highly recommend all supplier interns watch these videos)

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- Who buys promotional products
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□ **ESP Updates Training (25:08)**

We recommend this video for interns who will be using ESP Updates because you will learn:

- How to add a new product
- Tips to find and edit existing products
- How to make a product inactive so distributors no longer see it
- Ways to upload and tag product images

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Electives (We recommend that you and your intern discuss which of these would be the most beneficial for them to watch. We suggest your intern watch at least 2-3 of these videos.)

Marketing Electives

□ **Creative Mailing Campaigns That “Wow” Clients & Get Results (1:00:08)**

In this video you will learn about:

- The importance of developing a marketing strategy
- How to change perceptions about promotional products
- The elements of a successful self-promotion campaign
- Ideas to create a mailing campaign

□ **Your 24/7 Presence: The Basics of Branding (28:59)**

In this video you will learn:

- The definition of a brand
- What visual elements that make up a brand
- How to build a brand
- Keys to determining your ideal prospect
- How to keep your brand top of mind

□ **Getting Started With Email and Social Media Marketing (30:19)**

In this video you will learn:

- How to differentiate between business accounts and personal accounts
- What, when and where to post on social media
- How to get social media followers
- The steps of the email marketing process
- The anatomy of an email
- How to create an A/B test and track the results

□ **Make Your Website Work (40:07)**

In this video you will learn:

- 10 elements every website should have
- Tips to improve a site's search engine optimization
- How to create a blog on a website
- Free and paid ways to drive traffic to a site
- How to track a website's effectiveness

ESP Training Electives

□ **Creating Presentations in ESP (27:35)**

We recommend this video for interns creating ESP presentations since you'll learn how to:

- Pull products from ESP into a presentation
- Edit a presentation's contact info, cover page, introductory page, header, footer, pricing, product order, design and product description
- Create a virtual sample for a presentation
- Build a presentation template
- Send a presentation to a client

□ **Getting Started With ESP Websites (49:21)**

We recommend this video for interns working on ESP Websites because you'll learn how to:

- Build a basic ESP Website
- Change the website's design
- Add images and banners to the website
- Manage page text, features, products and site settings
- Make your website changes live so customers can see them

□ **Company Stores Training (40:25)**

We recommend this video for interns working on Company Stores because you'll learn:

- What's a Company Store and how it's different from an ESP Website
- How to build a new Company Store or edit an existing one
- The steps to create a new product collection and add it to the site
- How to see stats for your Company Store and connect it with Google Analytics

□ **ESP CRM Training (31:24)**

We recommend this video for interns using ESP's CRM because you'll learn how to:

- Add a contact to your CRM manually or by importing data
- Edit contacts individually or do a bulk edit
- Create tasks and appointments then add those to their calendar
- Track your notes, tasks, emails, presentations and orders associated with each contact

□ **Entering an Order in ESP Orders (18:43)**

We recommend this video for interns using ESP Orders because you'll learn how to:

- Submit an order with product color, quantity, logo and imprint instructions
- Update the order status, ship date, in-hand date, terms, products and service charges
- Send an order acknowledgement and invoice
- Retrieve previous orders and invoices

□ **ESP Orders Advanced Training (25:57)**

We recommend this video for interns using ESP Orders extensively so you'll learn how to:

- Edit the product details before adding to an order
- Instruct a supplier to send a product to a decorator instead of the end-buyer
- Create separate PO's for every vendor involved in the order
- Put multiple addresses on an order
- Add a new product manually

Graphic Design Electives

□ **Adobe Illustrator: Understanding Vector Drawing and Graphics Tools (42:54)**

In this video you will learn about:

- The features of vector graphics
- Using the various Illustrator tools including rulers, guides, paths, anchor points, selection tools, fills, strokes and the pen tool
- Creating, navigating and printing a document
- Using Illustrator to reflect and skew objects, draw simple curves and work with typography

□ **Adobe Illustrator: Converting Raster Images Using the Image Trace Tool (27:35)**

In this video you will learn how to:

- Develop a raster image tracing plan
- Use Illustrator's image trace and burn tools
- Recreate logo text in Illustrator
- Use Illustrator to adjust artwork colors
- Change line thickness in Illustrator

□ **Top 10 Graphic Design Tips (8:20)**

In this video you will learn how to:

- Choose the right images and color palette
- Experiment with fonts, kerning and image alignment
- Create visual hierarchy
- Treat body copy, call-to-action copy and logos
- Correctly use white space

□ **Adobe Illustrator: Separating and Trapping Your Artwork for Screen Printing (14:38)**

In this video you will learn about:

- Using registration marks, the attributes/separations panel, magic wand and merge tools
- How to outline strokes and trap artwork
- Checking coloration of artwork
- Creating artwork for each plate

Sales Electives

□ **Stop Selling and Start Helping the Buyer Buy (33:05)**

In this video you will learn how to:

- Sell outcomes instead of products
- Position themselves as a co-buyer with client
- Build relationships with a client
- Position themselves as a product expert

- **Overcome Objections and Close More Sales Now (39:05)**
In this video you will learn about:
 - The parts of the sales process
 - How to highlight a benefit rather than a feature
 - Tips to recognize buying signals
 - The reasons prospects object and how to respond to them
 - Types of closings to try
- **Crush Your Competition: Beat Websites, Local Distributors & Price-Cutters (42:44)**
In this video you will learn about:
 - Sales mistakes to avoid
 - Types of prospects that won't buy
 - 5 levels of salespeople
 - Ways to position yourself better than websites and local competitors
 - How to avoid price cutting to make a sale
- **Interpret Buyer Behavior: How Their Personality Impacts Your Strategy (39:21)**
In this video you will learn about:
 - The characteristics of a potential sale
 - Types of buyer personalities
 - How to sell to each buyer personality
 - Traits of top salespeople
- **Fantastic Follow-Up: Convert Leads Into Sales (28:26)**
In this video you will learn:
 - Words and phrases to avoid when following-up with a client
 - How to follow-up in a way that will get a response
 - Strategies to keep the line of communication with clients open
 - Ways to add value when communicating with prospects
- **Capitalize on Collaboration: Understanding Your Clients' Needs (35:39)**
In this video you will learn about:
 - The importance of finding out a client's need first
 - Using open-ended questions to make the sale
 - How to determine the client's desires
 - Using process of elimination with a client
 - Discussing money with a client

Wearables Elective

- **Wearables Crash Course (34:25)**
In this video you will learn:
 - What are wearables
 - Overview of the top 5 wearable categories and decoration methods
 - Decorating tips for each wearable category
 - Types of eco-friendly and performance fabrics
 - Ideas to boost wearable sales

Customer Care Electives

- **Managing a Customer Service Crisis: What to Do When It's Your Fault (27:54)**
In this video you will learn:
 - Customer service ethics
 - What to say to a customer when a mistake has been made
 - How to bounce back from a mistake
 - Customer appreciation techniques

□ **The Lost-Customer Recovery Plan (43:06)**

In this video you will learn:

- 5 reasons why customers are lost
- The advantages of winning someone back
- 4 steps of customer recovery process
- Creative strategies to bring back former clients
- How to set up a successful customer recovery campaign

Workplace Skills Electives

□ **Time Management (45:49)**

In this video you will learn about:

- Breaking goals and projects down into a to-do list
- How to plan your time
- Methods for prioritizing your tasks
- Tips to overcome procrastination
- How to organize your emails, calendar and workspace
- Setting deadlines

□ **Adjusting to the Workplace (36:55)**

In this video you will learn:

- Methods for problem solving
- 5 rules for face-to-face communication
- How to adapt to new circumstances
- Factors that make up a good work ethic
- Leadership qualities interns should have

□ **Excel Training (57:14)**

In this video you will learn how to:

- Create a basic spreadsheet
- Use the autofill, cell formatting, borders, shading, clear, conditional formatting, freeze pane and special paste features
- Construct formulas using relative and absolute values
- Turn data into a chart and format that chart
- Sort or filter data
- Create, move or copy a sheet

□ **Learning to Lead: 10 Lessons in Leadership (50:16)**

In this video you will learn about:

- Creating S.M.A.R.T. goals
- How to request feedback
- Removing distractions
- Ways to improve organization and communication skills
- Professional development tips

□ **Advanced Excel (39:30)**

In this video you will learn how to:

- Use the match function
- Perform a VLOOKUP
- Create an "If" statement in Excel
- Use ISERR and ISERROR formulas

□ **Managing a Family Business: Tips & Insights from the Cohn Family (18:06)**

In this video you will learn:

- Tips for successfully running a family business
- How to lead by example
- The importance of separating family life from business life
- Strategies for improving family communication

□ **Improve Your Public Speaking Skills (48:44)**

In this video you will learn about:

- Creating an audience profile
- Organizing your presentation
- Effectively using visual aids
- How to prepare for a presentation
- Tips to overcome the fear of public speaking

□ **Workplace Do's and Don'ts (28:06)**

In this video you will learn:

- Actions that they should take in the physical and virtual workplace
- What behaviors to avoid whether working from home or the office
- How to use the job aids on the Intern Portal
- Meeting etiquette for in-person and virtual meetings