



ASG Internship PROGRAM

AVAILABLE TRAINING VIDEOS

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

1. Promotional Products Industry 101 (38:03)

If your intern only watches one video, we recommend it be this one because they 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

2. Getting Started With ESP Web (35:40)

We highly recommend this video for interns who will use ESP because they 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

3. Professional Communications (43:38)

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

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

4. Customer Service Essentials (14:04)

We recommend this video for interns talking on the phone with clients because they 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

5. State of the Industry Review (22:10)

We recommend this video for all interns because they 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

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

We recommend this video for all interns because they 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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- Industry jargon

2. ESP Updates Training (25:08)

We recommend this video for interns who will be using ESP Updates because they 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

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

In this video your intern 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

2. Your 24/7 Presence: The Basics of Branding (28:59)

In this video your intern 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

3. Getting Started With Email and Social Media Marketing (30:19)

In this video your intern 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

4. Make Your Website Work (40:07)

In this video your intern 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

1. Creating Presentations in ESP (27:35)

We recommend this video for interns creating ESP presentations since they'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

2. Getting Started With ESP Websites (49:21)

We recommend this video for interns working on ESP Websites because they'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

3. Company Stores Training (40:25)

We recommend this video for interns working on Company Stores because they'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

4. ESP CRM Training (31:24)

We recommend this video for interns using ESP's CRM because they'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

5. Entering an Order in ESP Orders (18:43)

We recommend this video for interns using ESP Orders because they'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

6. ESP Orders Advanced Training (25:57)

We recommend this video for interns using ESP Orders extensively so they'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

1. Adobe Illustrator: Understanding Vector Drawing and Graphics Tools (42:54)

In this video your intern 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

2. Adobe Illustrator: Converting Raster Images Using the Image Trace Tool (27:35)

In this video your intern 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

3. Top 10 Graphic Design Tips (8:20)

In this video your intern 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

4. Adobe Illustrator: Separating and Trapping Your Artwork for Screen Printing (14:38)

In this video your intern 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

1. Stop Selling and Start Helping the Buyer Buy (33:05)

In this video your intern 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

2. Overcome Objections and Close More Sales Now (39:05)

In this video your intern 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

3. Crush Your Competition: Beat Websites, Local Distributors & Price-Cutters (42:44)

In this video your intern 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

4. Interpret Buyer Behavior: How Their Personality Impacts Your Strategy (39:21)

In this video your intern will learn about:

- The characteristics of a potential sale
- Types of buyer personalities
- How to sell to each buyer personality
- Traits of top salespeople

5. Fantastic Follow-Up: Convert Leads Into Sales (28:26)

In this video your intern 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

6. Capitalize on Collaboration: Understanding Your Clients' Needs (35:39)

In this video your intern 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

1. Wearables Crash Course (34:25)

In this video your intern 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

1. Managing a Customer Service Crisis: What to Do When It's Your Fault (27:54)

In this video your intern 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

2. The Lost-Customer Recovery Plan (43:06)

In this video your intern 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

1. Time Management (45:49)

In this video your intern 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

2. Adjusting to the Workplace (36:55)

In this video your intern 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

3. Excel Training (57:14)

In this video your intern 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

4. Learning to Lead: 10 Lessons in Leadership (50:16)

In this video your intern 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

5. Advanced Excel (39:30)

In this video your intern will learn how to:

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

6. Managing a Family Business: Tips & Insights from the Cohn Family (18:06)

In this video your intern 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

7. Improve Your Public Speaking Skills (48:44)

In this video your intern 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

8. Workplace Do's and Don'ts (28:06)

In this video your intern 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