



4 Steps to Success

Plus 18 Mini Steps



We're so happy to have you in our ASI family. There is no better family to be a part of (outside of your own, of course). As a new member, you will get a lot of information sent your way so I want to give you a simple resource you can revisit whenever necessary.

These tips have been curated by speaking with our most successful suppliers!



Get Live on ESP

- ESP is the foundation you will build from. Think of it as your storefront that distributors shop from.
- Get your products and services listed ASAP. Either myself or our DataUpdates dataupdates@asicentral.com team will help you.
- Remember to update your listings regularly. Our Data team is always ready to assist, ensuring your products look their best and the info is accurate.



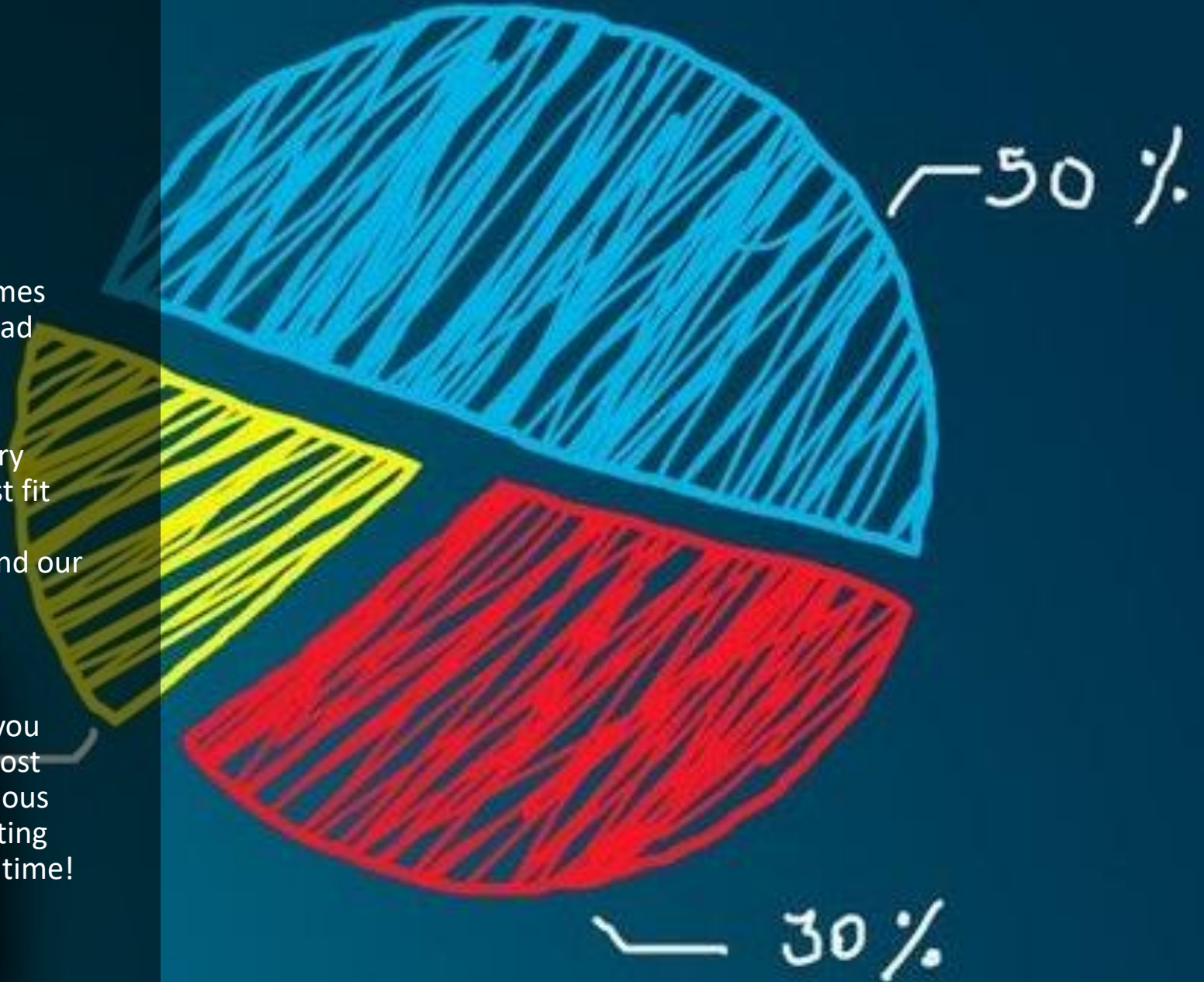
Build Your Brand.

- Enhance your ESP listings (add lifestyle images, videos, keywords, etc.)
- Ask for ratings after every sale with an ASI distributor, the goal is to be a 5 star supplier.
www.asicentral.com/supplierratings
- Get in front of distributors at every opportunity. **ESP is a competitive platform**, like any other quality business platform is. Think Amazon, Ebay, etc. www.asiadvertising.com
- Consider utilizing our Connect program, which allows you to proactively market to distributors. Ask me to schedule a demo for you!
- Attend our industry trade shows, which allow you to meet hundreds of distributors face to face and show them why you're the company they should be buying from www.asishow.com.
- Join our exclusive Members-Only Facebook Group www.facebook.com/groups/ASIMembers/. This is a unique opportunity for suppliers to engage with distributors in a non-salesy way.



Gain Market Share.


- Be sure to utilize the advertising that comes with your membership package and any ad credit you may have.
- Next, review all of the advertising opportunities ASI offers with your primary account rep to determine what's the best fit for your company. We have some really exciting ways to market your company and our Media Kit covers the gamut, so there's something for every company!
www.asiadvertising.com/
- You'll need to invest in your company if you want distributors to invest in you. Our most successful suppliers advertise across various mediums. We'll help you create a marketing plan! Reach out to your account rep any time!



Keep Learning.

- Attend our bi-monthly webinars. You'll get reminder emails to sign up for them.
- Listen to our bi-weekly marketing podcasts. You'll receive these via email.
- Review my monthly newsletter for new members Three 2's. It always includes 2 sales tips, 2 videos and 2 articles.
- Visit www.asicentral.com weekly to keep up with current industry news.
- Stay active, daily, on our social media channels. We're on Facebook, Twitter, Instagram, YouTube and LinkedIn.
- Visit our Resource Library www.asiadvertising.com/resource-library.html and our New Member Archives www.asiadvertising.com/archive.html for info and ideas, when needed.





I sincerely look forward to watching you grow within the industry. We're proud to have you as a member and excited to help you every step of the way. If you have any questions about this email, or anything in general, please don't hesitate to reach out.

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