



# User Manual

## **Table of Contents**

Chapter 1: Login/Dashboard.....	3
Chapter 2: Homepage .....	4
The Application Toolbar.....	5
<i>Searches</i> .....	5
<i>Projects</i> .....	5
<i>Presentations</i> .....	5
<i>Community</i> .....	6
<i>Tools</i> .....	6
Preferences .....	6
<i>Help</i> .....	7
Quick Navigation Toolbar .....	7
Chapter 3: Searching.....	8
Product Quick Search .....	9
Product Advanced Search.....	9
Supplier Quick Search .....	11
Supplier Advanced Search.....	11
Viewing Your Results.....	12
Product Quick View.....	14
Product Tile View .....	14
Product Detail View.....	15
Narrowing Your Results .....	17
Saving Searches .....	18
Chapter 4: Using the Clipboard (how to save your products) .....	19
Chapter 5: Projects.....	21
Creating and Naming Folders .....	21
Creating a Sub Folder .....	22
Deleting Folders.....	22
Copy and Paste Folders.....	22
Searching in Projects.....	23
Filters .....	25
Chapter 6: Presentations .....	26
Cover Page.....	26
Header .....	28
Footer .....	29
Closing Page .....	30
Creating a New Presentation.....	30
<i>Layouts</i> .....	31
<i>Cover page</i> .....	31
<i>Header</i> .....	31
<i>Products</i> .....	32
<i>Footer</i> .....	34
<i>Closing Page</i> .....	35
Presentation Toolbar .....	36
<i>Saving</i> .....	37
<i>Sending</i> .....	38
Chapter 7: Preferred Suppliers.....	39
Preferred Pricing and Notes .....	40
Chapter 8: The Event Planner .....	42

## Chapter 1: Login/Dashboard

To get started with ESP Web, go to <http://espweb.asicentral.com> and log into ESP Web with your ASI Number, Username, and Password.

The screenshot shows the ESP Web Login page. A yellow header bar contains the word "Login". Below it, a red box highlights the login fields: "asi/" (with a text input), "Username" (with a text input), and "Password" (with a text input). To the right of these fields is a red arrow pointing to a text block that says: "Sign in with your ESP Web information." Below the fields is a checkbox labeled "Remember ASI #/Username" and a yellow "Log In" button. Below the login section is a red box labeled "Need Assistance?" containing three links: "Forgot My Username", "Forgot My Password", and "Password Hint". To the right of this box is a red text block that says: "If you have not created an ESP Web account, please contact ASI Product Support at 800-546-1350, prompt 2 or email support@asicentral.com." Below the "Need Assistance?" box is a red text block that says: "For login assistance".

You will be brought to the Dashboard. The Dashboard provides quick links into different features of both ESP Web and ESP Orders. There are several features on the Dashboard which can help you navigate to different functions of ESP Web.

The screenshot shows the ESP Web Dashboard page. At the top is a blue header bar with the text "ESP Web". To the right of the header bar is a red box labeled "Set As Startup". Below the header bar is a red text block that says: "Start program with ESP Web (bypass the Dashboard page)". To the right of this text is a red box labeled "Submit Feedback" with a speech bubble icon. Below the header bar is a section titled "Application Quick Links". This section contains a list of links: "ESP Web Homepage", "Product Search", "Supplier Search", "Supplier Advanced Search", "Open My Projects", "Create a New Presentation", and "Preferences". Each link has a blue question mark icon and a blue icon to its right. Annotations include: a red box around "ESP Web Homepage" with a red arrow pointing to it and the text "Click to go to page"; a red box around the question mark icon for "Supplier Search" with a red arrow pointing to it and the text "Explains what the link does"; and a red box around the blue icon for "Open My Projects" with a red arrow pointing to it and the text "Click to watch the video on this feature".

ESP Web Dashboard Page

First, you will see the “Set As Startup” in the upper right hand corner. If you click on this link, the text will change to say “Default Startup” and the next time you log into ESP Web, you will be brought directly to the ESP Web Homepage.

The icon with the word bubbles is where you can click to submit feedback to ASI.

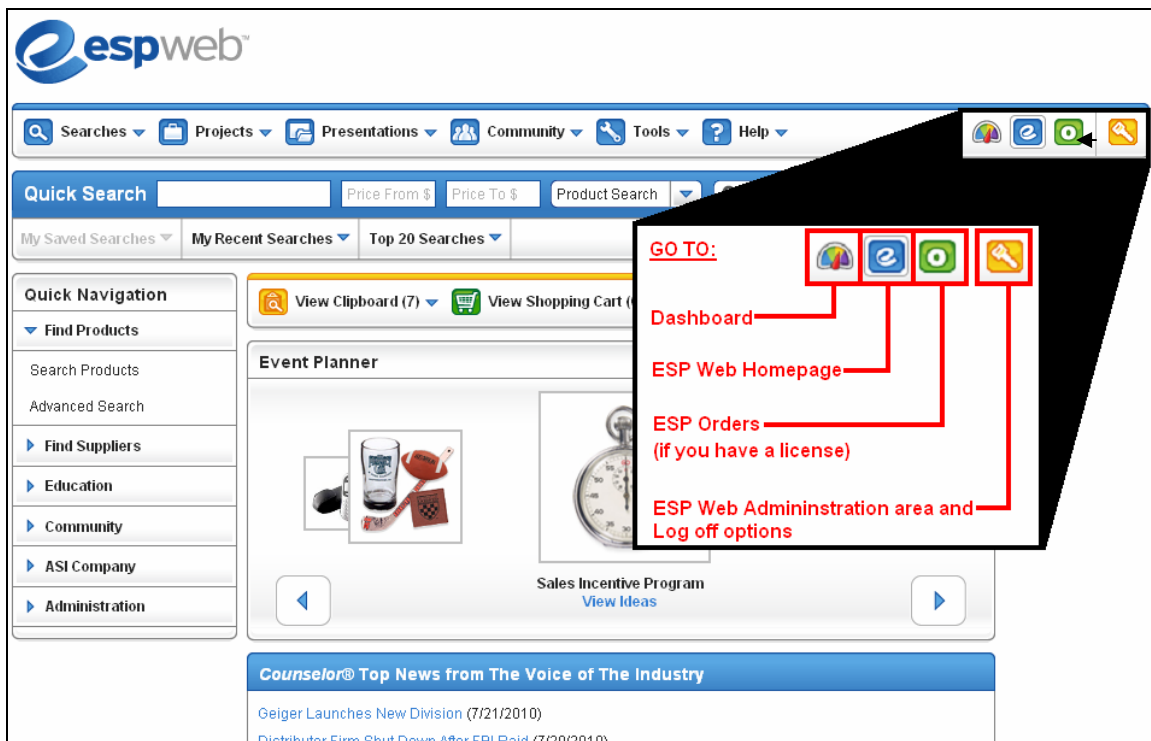
Clicking on the application quick link will bring you into that feature of ESP Web.

The question mark icon explains what the application quick link does.

The film strip icon is where you can click to watch a video about the feature. For example, if you click on the video icon for “Create A New Presentation”, then video will focus on how to do a presentation.

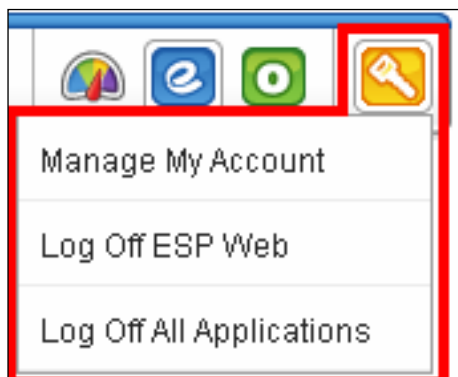
## **Chapter 2: Homepage**

The ESP Web Homepage is the starting page for ESP Web.



ESP Web Homepage

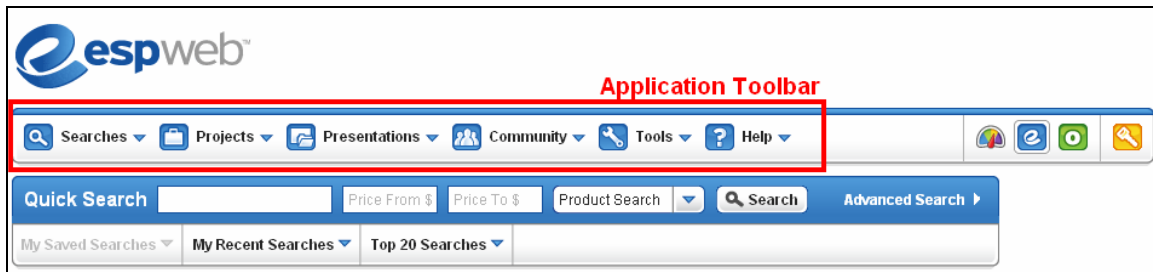
Clicking on the ESP Admin (Gold icon) will provide you with 3 options:



- “Manage My Account” takes you to the page where you can make changes to your user account
- “Log Off ESP Web” will log you out of ESP Web.
- “Log Off All Applications” will log you out of all ESP applications at once. For example, if you are working in ESP Web and ESP Orders, you can use the “Log Off All Applications” to log out of both applications simultaneously.

## The Application Toolbar

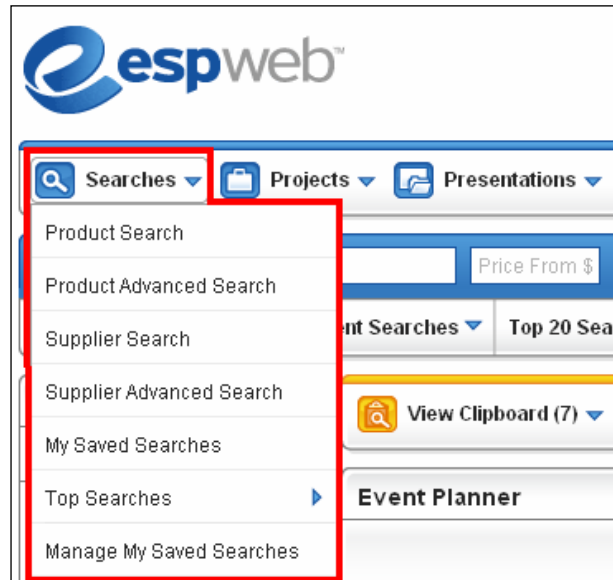
The application toolbar is located at the top of the ESP Web homepage. This toolbar helps you navigate to different features in ESP Web.



ESP Web Homepage

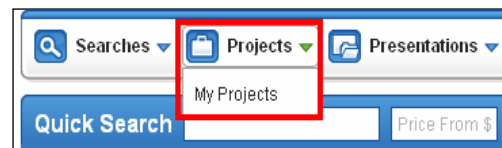
### *Searches*

- **Product Search** - Brings up ALL products
- **Product Advanced Search** - Brings up a page of various criteria on which to search for your products.
- **Supplier Search** - Brings up all Suppliers.
- **Supplier Advanced Search** - Brings up a page of various criteria on which to search for suppliers.
- **My Saved Searches** - Opens a drop list containing up to 20 of your saved searches in Alphabetic order.
- **Top Searches** - Opens a drop list containing the top 20 distributor Product searches.
- **Mange My Saved Searches** - Opens a pop-up window that allows you to manage your saved searches.



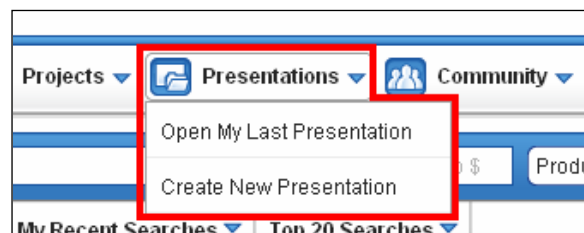
### *Projects*

- **My Projects** opens the Projects page.



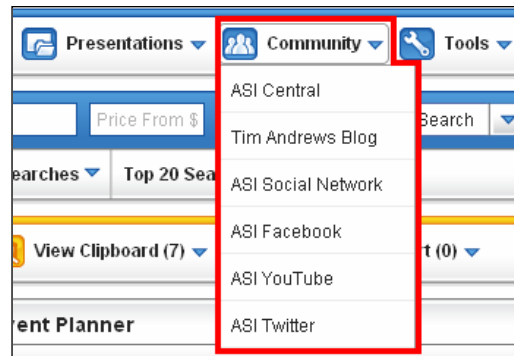
### *Presentations*

- **Open My Last Presentation** opens your last presentation.
- **Create New Presentation** allows you create a new presentation.



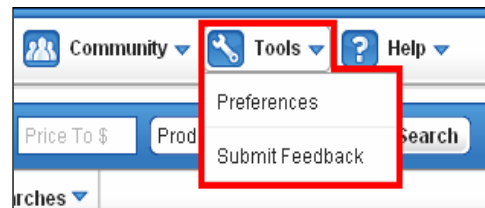
## Community

- ASI Central takes you to [www.asicentral.com](http://www.asicentral.com)
- Tim Andrews Blog, takes you to his blog.
- The ASI Social Network, ASI Facebook, ASI YouTube, and ASI Twitter will take you to the internet website.



## Tools

- **Preferences** is an area where you can set up default preferences for ESP Web.
- **Submit Feedback** allows you to submit feedback to ASI by allowing you to send an e-mail to support@asicentral.com.



## Preferences

The preferences options are:

A screenshot of the 'Preferences' page in the ASI Central application. The page has a blue header with the title 'Preferences'. Below the header, there are two checked checkboxes: 'Show Net Cost' and 'Show Supplier Information', each with a descriptive text block. Below these, there is a 'Products Default Sort By:' dropdown menu set to 'Default'. The main section is titled 'Preferred Suppliers - Custom Rank Name' and contains five rows, each with a 'Rank' label and a text input field. The first row, 'Rank 1', has the input field containing the word 'Awesome', which is highlighted with a red box. A red arrow points from this box to a red text annotation. The other four rows ('Rank 2' through 'Rank 5') have input fields containing 'Preferred2', 'Preferred3', 'Preferred4', and 'Preferred5' respectively. At the bottom right of the form is a 'Save' button.

**Rank 1** Awesome — You can change the rank name to anything you wish.

**Rank 2** Preferred2

**Rank 3** Preferred3

**Rank 4** Preferred4

**Rank 5** Preferred5

In this example, the rank name for the highest level is "Awesome"

Save

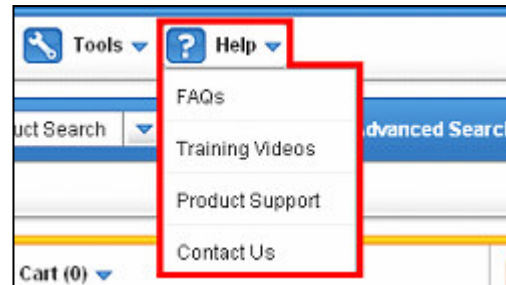
Preferences

- **Show Net Cost:** The Show Net Cost checkbox controls the display of Net Cost and Profit in ESP Web. When the checkbox is marked, Net Cost and Profit will display; when the check mark is removed, Net Cost and Profit will be hidden.
- **Show Supplier Information:** The Show Supplier Information checkbox controls the display of Supplier Company and Contact information in ESP Web. When the checkbox is marked, Supplier information will display; when the check mark is removed, Supplier information will be hidden and Supplier Search will be inaccessible.

- **Product Default Sort By:** allows you to set up a default sort for your products by: price (low to high, high to low), cost (low to high, high to low), Profit, ASI Number, Supplier Name, Supplier Rating, Preferred Rank, Product name, Product Number, Confirmed Product, or New product.
- **Preferred Suppliers – Custom Rank Name:** Here you can assign a name to each of the Preferred Suppliers you want to rank (Rank 1 is the highest). For further information on how to set up Preferred Suppliers, please refer Chapter Seven: Preferred Suppliers.

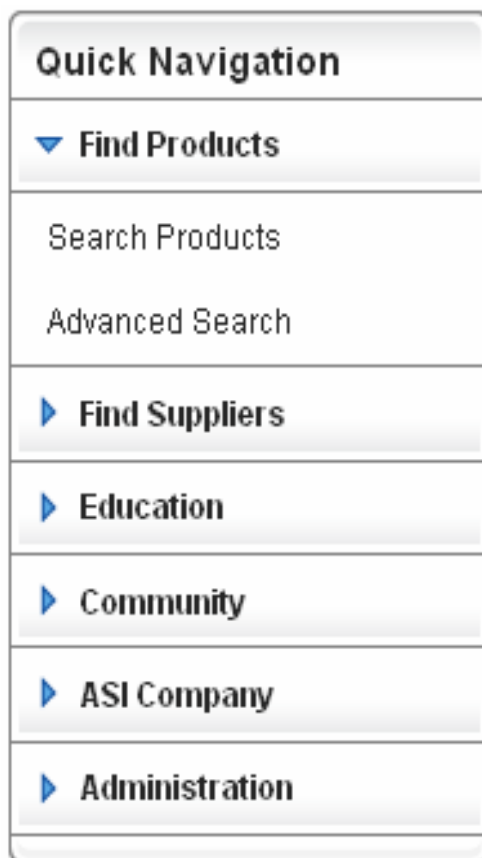
### Help

- **FAQ's:** Takes you to ESP Web's interactive help page.
- **Training Videos:** Takes you to links to Training Videos. Listed by subject.
- **Product Support:** Takes you to a page where you can contact Product Support, access training videos, review FAQs and register for instructor led classes.
- **Contact Us:** Opens an e-mail allowing you to submit questions/comments.



### Quick Navigation Toolbar

The Quick Navigation will help you access different areas quickly and easily!



#### Find Products

- Product Quick Search
- Product Advanced Search

#### Find Suppliers

- Supplier Quick Search
- Supplier Advanced Search

#### Education

- ASI Education (Education about the promotional products industry)
- Access the training videos for ESP Web

#### Community

- Tim Andrews' Blog
- ASI Social Network
- ASI Facebook
- ASI YouTube
- ASI Twitter

#### ASI Company

- ASI Central
- ASI Store (For purchasing ASI services)

#### Administration

- ASI Online Account Manager (Manage your company account with ASI)

## Event Planner


The Event Planner is a sales generating tool to help you create more business, develop new ideas and impress your clients. This feature makes it easy to respond instantly to client requests. For more information on Ideas/Event Planner please refer to Chapter 8: The Event Planner in this manual.

## News

This section contains Counselor® Top News from The Voice of The Industry.

- To read a news item, click on the heading that you would like to read. The links show in blue and the date it was published displays next to it.
- This process will take you to [www.asicentral.com](http://www.asicentral.com) where the news item is located.

**Event Planner**



**Sales Incentive Program**  
[View Ideas](#)

**Counselor® Top News from The Voice of The Industry**

[And The ASI Chicago Show Netbook Winner Is ... \(8/2/2010\)](#)  
[The ASI Show Reveals 2011 Keynote Lineup \(8/2/2010\)](#)  
[People On The Move \(7/30/2010\)](#)  
[Freight Costs Continue To Rise \(7/29/2010\)](#)  
[Survey Says Bags Are Top Trade Show Branding Tool \(7/29/2010\)](#)  
[CPSC Recalls More Children's Jewelry \(7/27/2010\)](#)  
[Chocolate Inn Announces Partnership \(7/27/2010\)](#)  
[When Natural Disaster Strikes \(7/26/2010\)](#)

## Chapter 3: Searching

Searching in ESP Web uses “guided navigation”. Guided navigation means you can type in one or more keywords, then use the menu to the left to narrow down your results. There are several ways to search in ESP Web. You can use the Product Quick Search, Product Advanced Search, Supplier Search, or Supplier Advanced Search.

Quick Search	<input type="text"/>	Price From \$	Price To \$	Product Search	<input type="button" value="Search"/>	Advanced Search
My Saved Searches	My Recent Searches	Top 20 Searches		Product Search		
				Supplier Search		

Quick Search Bar – ESP Web Homepage



## Product Quick Search

Enter the description of the product you are searching. For example, typing in “zip”, “hood”, and “fleece”. Add “price from/price to” if you wish, but you do not have to. In the example below, the search will be for \$10 to \$20 list price.

Quick Search zip hood fleece 10.00 20.00 Product Search   Search Advanced Search 

**Note:** You can use both or simply one of the price boxes. If you wanted all products up to \$20.00, just put the dollar amount in the second box.

After entering your criteria, click on the Search button to start looking through products.

Quick Search

Price From \$

Price To \$

Product Search

Search

Advanced Search

128 item(s) from 29 supplier(s) are found for "zip hood fleece" in Price Filter > Price between 10 and 20

Summary of the Results

Your Selected Criteria

Price Filter

x Price between 10 :

Search Terms

x zip hood fleece

Clear All

Save Search

Narrow Results

Category

Price

Color

Material

View Clipboard (7)

Select Action

View Shopping Cart (0)



Summary View

Tile View

1 | 2 | 3 | 4 | 5

Items per Page: 25

Sort By: Default

Image	Pricing	Supplier	Additional Information
	<b>List Price:</b> 36 @ \$15.98  <b>Net Cost:</b> 36 @ \$7.99	<b>SanMar</b> <b>asi84863</b> ★★★★★ (78)	<b>CAR12 Jacket</b> ..80% cotton and 20% polyester toddler fleece full zip hood...
<div>View Prices</div> <div>Add to Clipboard</div> <div>View Details</div>			
	<b>List Price:</b> 1 @ \$19.62  <b>Net Cost:</b> 1 @ \$9.81	<b>SanMar</b> <b>asi84863</b> ★★★★★ (78)	<b>P480 Sweat shirt</b> Youth full-zip hooded sweatshirt, 7...PrintPro (R) XP fleece...
<div>View Prices</div> <div>Add to Clipboard</div> <div>View Details</div>			

## Product Summary View

## Product Advanced Search

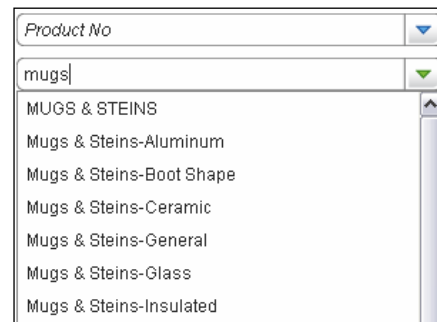
Clicking on Advanced Search will allow you to search for a product by keyword (this is essentially the Quick Search), but you can also put in specific criteria. The advanced search page is in three sections.

Product Advanced Search			
<input type="text" value="Search Keyword"/>			
<b>Additional Criteria (optional)</b>			
<input type="text" value="Product No"/>	<input type="text" value="ASI NumberSupplier Name/Lineame"/>		
<input type="text" value="Category"/>	<b>Production Time:</b>		
<input type="text" value="Tradenam"/>	<input type="text" value="Production Time"/>	<input type="checkbox"/> Include Rush Time	
<input type="text" value="Price From \$"/>	<input type="text" value="Price To \$"/>	<b>Supplier Rating:</b>	
<input checked="" type="radio"/> List Price <input type="radio"/> Net Cost <input type="radio"/> Profit		☆☆☆☆☆ Hover over and click on the Stars to search by Supplier Ratings	
<input type="text" value="Color"/>	<input type="text" value="Material"/>	<b>Supplier Location:</b>	
<input type="text" value="Imprint Method"/>	<input type="text" value="Shape"/>	<input type="text" value="State/Province"/>	<input type="text" value="Region/Country"/>
<input type="text" value="Size"/>	<input type="text" value="Theme"/>	<b>Preferred Supplier Only:</b>	
		<input type="checkbox"/> Awesome <input type="checkbox"/> Preferred2 <input type="checkbox"/> Preferred3 <input type="checkbox"/> Preferred4 <input type="checkbox"/> Preferred5	
		<input type="checkbox"/> New Products Only <input type="checkbox"/> With Prices Only <input type="checkbox"/> With Images Only <input type="checkbox"/> Made in USA <input type="checkbox"/> With Rush Service <input type="checkbox"/> Full Color Process <input type="checkbox"/> Personalization <input type="checkbox"/> Solid Unimprinted <input type="checkbox"/> With US Pricing Only <input type="checkbox"/> Canadian Friendly Suppliers	

## Product Advanced Search

The first section has dropdowns for product number, category, and tradename. Just start typing what you want in these boxes and the application will match the criteria letter for letter.

Also, in this section, there is a price range search. You can search by List Price, Net Cost, or Profit, as well as Quantity. In addition to the price search, you can use the drop down boxes to search for color, material, imprint method, shape, size, and theme.

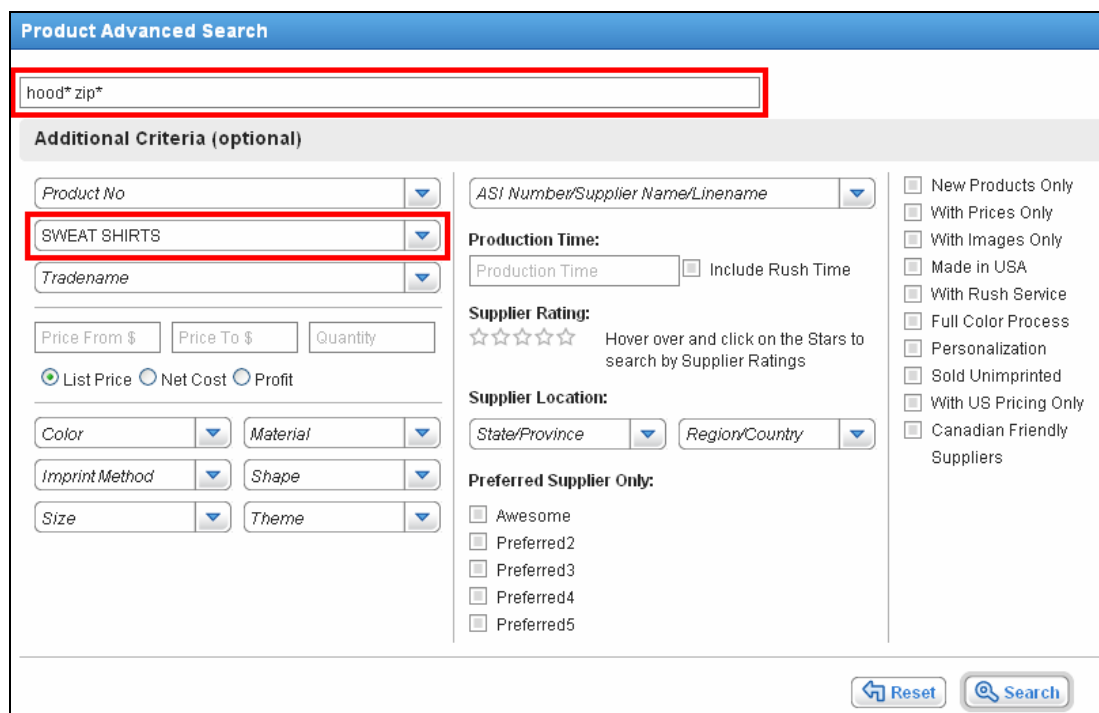


A screenshot of a web application's search interface. It shows a dropdown menu for 'Product No' with the text 'mugs' entered. The dropdown list is open, showing several options: 'MUGS & STEINS', 'Mugs & Steins-Aluminum', 'Mugs & Steins-Boot Shape', 'Mugs & Steins-Ceramic', 'Mugs & Steins-General', 'Mugs & Steins-Glass', and 'Mugs & Steins-Insulated'.

In the middle section, you can search by Supplier ASI Number, Supplier Name, or Linename. You can also put in a standard production time, or check the “Include Rush Time” box to include rush services. You can click on the number of stars to search by supplier rating (one star is the lowest, five is the highest). You can use the dropdowns to choose a state/province or a region/country. If you have preferred suppliers set up, you can check the level(s) you would like to use. For more information on preferred suppliers, please see Chapter 7: Preferred Suppliers.

In the third section there are checkboxes on the right hand side. Checking one of these boxes will help narrow your results to those which have the checked criteria.

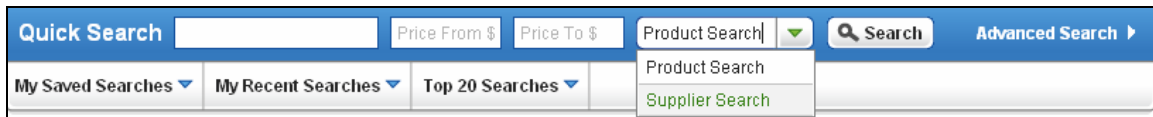
For example, if you wanted to search for the same hooded zippered fleece in advanced search, you can put “Sweatshirts” under category, and then use Hood\* and Zip\* in the “Keywords” section. The \* is known as the wildcard and will give you any ending on the base root word. In this example, using Hood\* will give us results for all variations of hood like: hoods, hoodie, hoodies, etc. After typing in your criteria, click on “Search”.



A screenshot of the 'Product Advanced Search' form. The form has a blue header with the title 'Product Advanced Search'. Below the header, there is a text input field for 'Keywords' containing 'hood\* zip\*', which is highlighted with a red rectangle. Below this is a section titled 'Additional Criteria (optional)'. This section contains several dropdown menus: 'Product No' (with 'SWEAT SHIRTS' selected and highlighted by a red rectangle), 'Tradename', 'Color', 'Material', 'Imprint Method', 'Shape', 'Size', and 'Theme'. There are also input fields for 'Price From \$', 'Price To \$', and 'Quantity'. Below these are radio buttons for 'List Price', 'Net Cost', and 'Profit'. To the right of these are sections for 'Production Time' (with an 'Include Rush Time' checkbox), 'Supplier Rating' (with five stars and a hover instruction), 'Supplier Location' (with 'State/Province' and 'Region/Country' dropdowns), and 'Preferred Supplier Only' (with checkboxes for 'Awesome', 'Preferred2', 'Preferred3', 'Preferred4', and 'Preferred5'). On the far right, there is a column of checkboxes for various filters: 'New Products Only', 'With Prices Only', 'With Images Only', 'Made in USA', 'With Rush Service', 'Full Color Process', 'Personalization', 'Sold Unimprinted', 'With US Pricing Only', and 'Canadian Friendly Suppliers'. At the bottom right, there are 'Reset' and 'Search' buttons.

## Supplier Quick Search

Click on the “Searches” button and select Supplier Search. Enter either ASI #, Supplier Name, Line Name, Country, State, City or Zip or a combination of these items.



Quick Search  Price From \$  Price To \$  Product Search

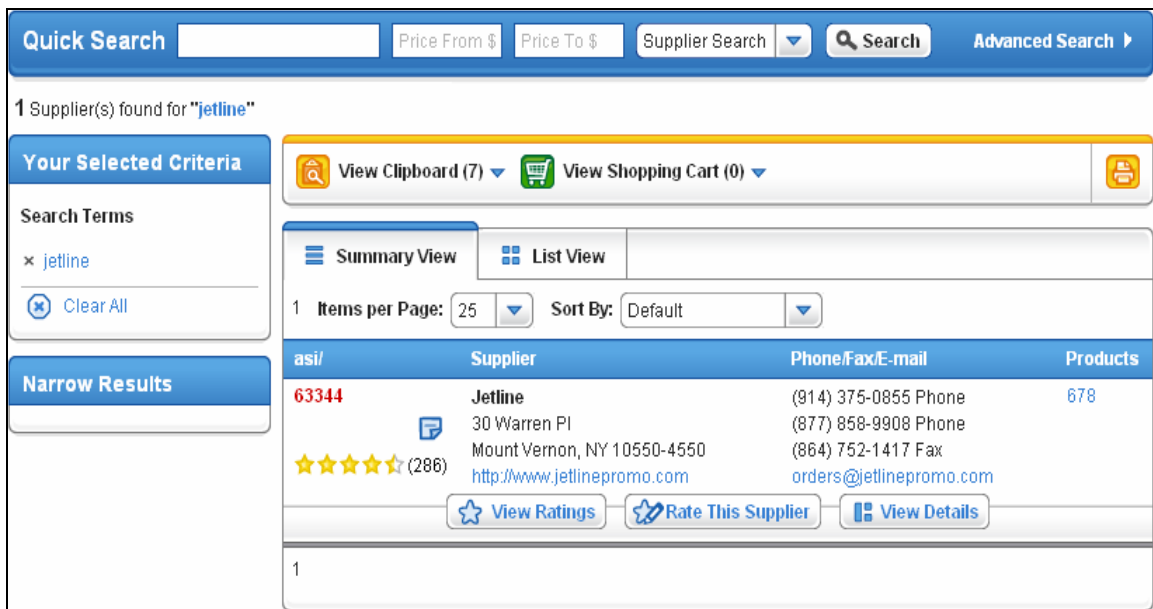
*Remember, supplier search is for searching supplier's information, like their linenames and tradenames, not for searching products.*



Quick Search

Quick Search Bar – ESP Web Homepage

Hit “Search”



Quick Search  Price From \$  Price To \$  Supplier Search

1 Supplier(s) found for "jetline"

**Your Selected Criteria**

Search Terms

× jetline

**Narrow Results**

1 Items per Page:  Sort By:

asi/	Supplier	Phone/Fax/E-mail	Products
63344	<b>Jetline</b> 30 Warren Pl Mount Vernon, NY 10550-4550 http://www.jetlinepromo.com	(914) 375-0855 Phone (877) 858-9908 Phone (864) 752-1417 Fax orders@jetlinepromo.com	678

1

Supplier Summary View

## Supplier Advanced Search

Supplier Advanced Search lets you search for a supplier by their location, contact information, rating, and even preferred supplier rank. You can use each one of these search options individually, or you may combine them. For example, if you wanted to search for all the five star suppliers in Pennsylvania, you could select “Pennsylvania” in the State/Province dropdown box and then click on the number of stars (in this example, five), and then click on “Search”.

Supplier Advanced Search

☐ Canadian Friendly Suppliers

Location

Phone/Fax or E-mail

Supplier Rating

Overall Rating

☆☆☆☆☆

Hover over and click on the Stars to search by Supplier Ratings

Preferred Suppliers

☐ Awesome
 ☐ Preferred2
 ☐ Preferred3
 ☐ Preferred4
 ☐ Preferred5

Supplier Advanced Search

## Viewing Your Results

The default results display is the Summary View. On the Summary view, you can navigate through the results by page, viewing 25 to 100 items per page and choose how to sort your results. Simply click on the option you want and the page will refresh to show your choice.




Summary View

Tile View

1 | 2 | 3 | 4 | 5 | ▶

Items per Page: 25

Sort By: Default

Image	Pricing	
	List Price: 72 @ \$3.59  Net Cost: 72 @ \$2.154	ETS Express Inc asi/51197 ★★★★★ (204)
<input type="button" value="View Prices"/> <input type="button" value="Add to Clipboard"/>		
	List Price: 72 @ \$3.59  Net Cost: 72 @ \$2.154	ETS Express Inc asi/51197 ★★★★★ (204)
<input type="button" value="View Prices"/> <input type="button" value="Add to Clipboard"/>		
	List Price: 72 @ \$2.99  Net Cost: 72 @ \$1.794	ETS Express Inc asi/51197 ★★★★★ (204)
<input type="button" value="View Prices"/> <input type="button" value="Add to Clipboard"/> <input type="button" value="View Details"/>		

Product Summary View

Also in the Summary View, there is the option to “View Prices” which will open the product’s full price grid directly below the product summary. After you click on “View

Prices” and the grid opens below the product, the button will change to say “Hide Prices”. You can click on the “Hide Prices” button to not show the price grid.

The screenshot shows the 'Summary View' of a product catalog. At the top, there are tabs for 'Summary View' and 'Tile View'. Below the tabs, there are navigation links (1, 2, 3, 4, 5) and controls for 'Items per Page' (25) and 'Sort By' (Default). The main content area displays two product listings. Each listing includes a thumbnail image, a camera icon for a larger view, the product name, list price, net cost, supplier information, and a star rating. Below the listings, there is a price grid with columns for Quantity (72, 144, 288, 576, 1,008) and rows for List Price, Net Cost, and Profit. Red arrows point to the 'View Prices' button on the first listing and the 'Hide Prices' button on the second listing.

Image	Pricing	Supplier	Additional Information
	<b>List Price:</b> 72 @ \$3.59 <b>Net Cost:</b> 72 @ \$2.154	<b>ETS Express Inc</b> <b>asi/51197</b> ★★★★★ (220)	<b>52 11 oz. white glossy ceramic mug ...</b> C-handle, two tone glossy exterior, cobalt blue interior cer...
	<b>List Price:</b> 72 @ \$2.99 <b>Net Cost:</b> 72 @ \$1.794	<b>ETS Express Inc</b> <b>asi/51197</b> ★★★★★ (220)	<b>162 Navy blue 11 oz. ceramic mug wit...</b> C-Handle glossy ceramic mug, navy blue. 11 oz. size. BPA fre...

Quantity	72	144	288	576	1,008
<b>List Price</b>	\$2.99	\$2.29	\$2.19	\$2.09	\$1.99
<b>Net Cost</b>	\$1.794	\$1.374	\$1.314	\$1.254	\$1.194
<b>Profit</b>	\$1.20	\$0.92	\$0.88	\$0.84	\$0.80

ESP Web Summary View

Summary View shows a picture of the item, list price, net cost, supplier information, product name, and a summary of the item.

This annotated screenshot highlights the components of the Summary View. Red boxes and labels identify the following elements: 'View Larger Image' (camera icon), 'Thumbnail Image and Quick View' (product image), 'List Price and Net Cost' (pricing section), 'Supplier Information' (supplier name and rating), and 'Product Name, Product Number, and Summary' (product title and description).

Summary View

There are several features which can help you when viewing an item.



The summary view image is a thumbnail image, but you can just hold your mouse on the camera icon to view a large image.

Click on the product image in the Summary View to get to Product Quick View.

## Product Quick View



In the Product Quick View you will see:

- Supplier Information
- Full Description
- Larger image
- Full Price Grid

To view more information, click on the “View Details” button at the bottom.

**asi/51197** ★★★★★ (204)

**ETS Express Inc**  
**Linename(s):** The Express Line  
**Production Time:** 7 working days  
**Phone:** (805) 278-7771  
**Email:** [info@etsexpress.com](mailto:info@etsexpress.com)  
**Web:** <http://www.etsexpress.com>

**62 Two tone 11 oz. ceramic mug**  
 Ceramic, glossy two tone cobalt blue mug with C-Handle and a white interior, 11 oz. Color out / white in. BPA free.

	72	144	288	576	1,008			
<b>Quantity</b>	72	144	288	576	1,008			
<b>List Price</b>	\$3.59	\$2.89	\$2.79	\$2.69	\$2.59			
<b>Net Cost</b>	\$2.154	\$1.734	\$1.674	\$1.614	\$1.554			
<b>Profit</b>	\$1.44	\$1.16	\$1.12	\$1.08	\$1.04			

**Price Includes:** One color imprint.

(5R) Price subject to change without notice, please verify with supplier.

[View Details](#)

## Product Tile View

Another way to see your results is by the Tile view. Here, the products are tiled on the screen with images, ASI numbers and first quantity list price.

Summary View

Tile View

1 | 2 | 3 | 4 | 5

Items per Page: 25

Sort By: Default

<b>Two tone 11</b>  <b>asi/51197</b> List Price: 72 @ \$3.59	<b>Navy blue 11</b>  <b>asi/51197</b> List Price: 72 @ \$2.99	<b>Cobalt blue 1</b>  <b>asi/51197</b> List Price: 144 @ \$1.69	<b>11 oz. white</b>  <b>asi/51197</b> List Price: 72 @ \$3.59	<b>Cobalt blue t</b>  <b>asi/51197</b> List Price: 72 @ \$3.99
<b>mug</b>  <b>asi/74710</b> <b>NEW</b> List Price: 72 @ \$2.58	<b>Bistro mug</b>  <b>asi/74710</b> <b>NEW</b> List Price: 72 @ \$3.00	<b>ceramic mug</b>  <b>asi/74710</b> <b>NEW</b> List Price: 72 @ \$4.50	<b>mug</b>  <b>asi/74710</b> <b>NEW</b> List Price: 72 @ \$2.33	<b>Ceramic mug</b>  <b>asi/74710</b> <b>NEW</b> List Price: 72 @ \$3.53

Tile View

You can still view the large image by holding your mouse over the camera icon.

You will see the supplier's ASI number and the first quantity pricing.


You are also able to add to clipboard by clicking on the clipboard icon.

You can also use the details button to go to the Detail View.



### Product Detail View

The detail view will show you all the information about that item. In the detail view, there are several sections. The first section you will see is the Product Description which will display the product images, product number, product name, full description, tradename (if available) and catalog information (you can click on the catalog icon to view the page). To the right of the product description, you will see the supplier information including production time, FOB point, marketing policy, and any applicable product safety warnings.

Product Description	Supplier Information
 <p><b>62 Two tone 11 oz. ceramic mug</b> Ceramic, glossy two tone cobalt blue mug with C-Handle and a white interior, 11 oz. Color out / white in. BPA free. Tradename: N/A The Express Line Catalog Date: 2010 Page: 66</p>	<p><b>asi/51197</b> ★★★★★ (204) ETS Express Inc Linename(s): The Express Line  Phone: (805) 278-7771 Fax: (805) 278-7791 E-mail: <a href="mailto:info@etsexpress.com">info@etsexpress.com</a> Web: <a href="http://www.etsexpress.com">http://www.etsexpress.com</a>  Production Time: 7 working days Rush Service: Yes Rush Time: 1 - 5 working days FOB Point: California Shipping Weight: Pack 36; Weight 36 lbs. Made in USA: N/A</p>
	<p><b>Marketing Policy</b> Company sells advertising specialties exclusively through distributors and/or incentive resellers</p>
	<p><b>Product Safety Warnings</b> No safety warnings for this product</p>

Below these two sections, you will see the price grid. This price grid will show base product prices. If there is only one price for the product, there will be only one grid located here. However, if the product has more than one base price, for example, if there is the option for a 10 working day product time and a 3 working day production time, there will be two price grids in the one product!



62								
Quantity		72	144	288	576	1,008		
List Price		\$3.59	\$2.89	\$2.79	\$2.69	\$2.59		
Net Cost		\$2.154	\$1.734	\$1.674	\$1.614	\$1.554		
Profit		\$1.44	\$1.16	\$1.12	\$1.08	\$1.04		
Price Includes: One color imprint. <a href="#" style="float: right;">Add to Shopping Cart</a>								
(5R) Price subject to change without notice, please verify with supplier.								

Under the price grid(s) you will be able to view the product attributes. Product Attributes include size, shape, color, material, and product options. Within the Product Attributes section, you can also see production time, rush services, all imprinting information, shipping information, and any additional charges that are associated with the product.

Product Attributes

Category: Mugs & Steins-Ceramic  
 Material: Ceramic  
 Color: Cobalt Blue  
 Size: 11 oz  
 Theme: Eco Friendly

Imprint Information

Imprint Method: Silkscreen  
 Imprint Size: 7 3/4" x 2 3/4" x 2 3/4"  
 Full Color Process: N/A  
 Personalization: No  
 Sold Unimprinted: N/A

Product Option

Prop 65: In compliance with California Prop 65, certain drinkware shown in this catalogue will be individually labeled with Prop 65 warning label. Call for more details.

**Product Attributes is where you can view any additional information about the item!**

Also, in the detail view, there is the “Configure Product” area, where you can specify criteria for a product.

Your Selected Criteria

[View Clipboard \(1\)](#)
[View Shopping Cart \(0\)](#)
[Send](#)

Clicking on a link in the "Configure Product" will enable you to view only information related to that option!

Configure Product

Color  
 Cobalt Blue

Imprint Method  
 Silkscreen




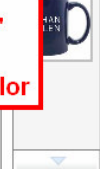
Imprint Options  
 Precious Metal Band  
 Precious Metal Halo

Imprint Options  

Metallic Gold

 Microwave Safe Gold  
 Microwave Safe Platinum  
 Platinum

Product Description

Supplier Information

asi51197  
 ETS Express Inc  
 Linename(s): The Express L  
 Phone: (805) 278-7771  
 Fax: (805) 278-7791  
 E-mail: info@etsexpress.com  
 Web: http://www.etsexpress.com  
 Production Time: 7 working d  
 Rush Service: Yes  
 Rush Time: 1 - 5 working day  
 FOB Point: California  
 Shipping Weight: Pack 36; W  
 Made in USA: N/A

For example: Clicking on "Metallic Gold" will only show imprinting options for that imprint color

Product Detail View



## Narrowing Your Results

After you have done a search, you can narrow your results down even further. With ESP Web, you can use the guided navigation to do this quickly and easily.



From the results page, there is a section titled “Narrow Results”. The Narrow Results displays all of the data fields that can be specified to narrow your results.

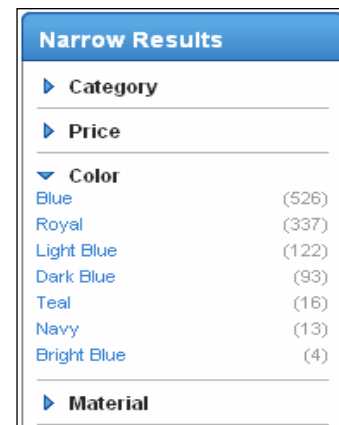
Open the field by clicking on the triangle next to the field.

Clicking a narrow results topic will open the subset of the field below it:



As you can see with color, the subsets are not specific, are grouped by shade. To narrow the results further, click on the shades, in this example, blue shades.

Clicking on “blue shades” will open the different subsets of blue within the search:



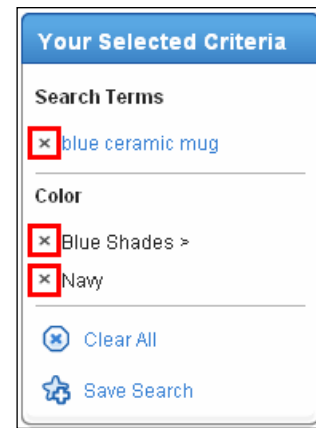
You can then click on a type of blue to narrow your products down to that specific shade and look through those products. This way, rather than trying to match what the supplier has called the color (navy, navy blue, dark navy blue); you have access to all the products in that color field through a few easy clicks!

**Note** - when selecting any “narrowing result” criteria, the actual numbers of items that will display are shown in parenthesis.

If you find that you have narrowed the criteria too deeply, you are able to remove some of your search by clicking on the X in “Your Selected Criteria” area.

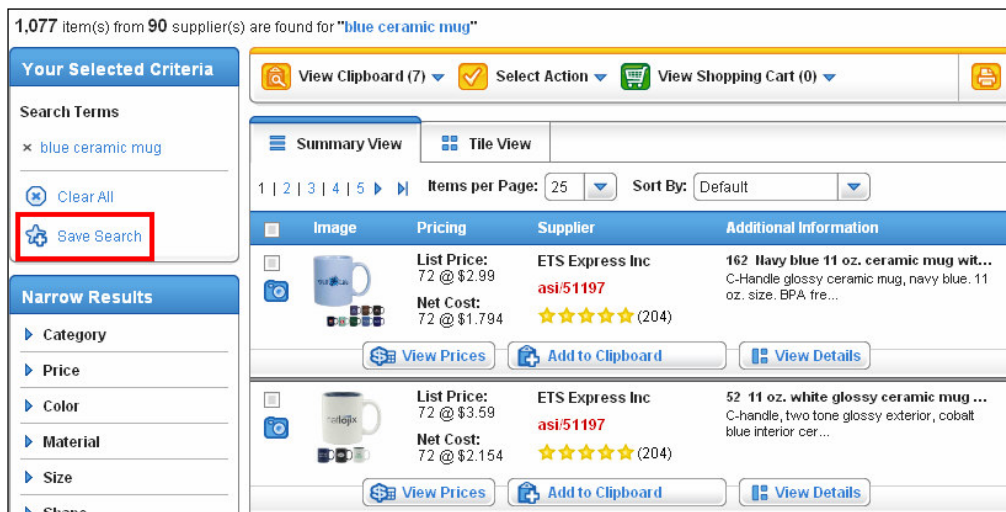
You can also click on the X next to the “Clear All” to remove all of the search terms.

You also have the option to save the search by clicking on the “Save Search” link.



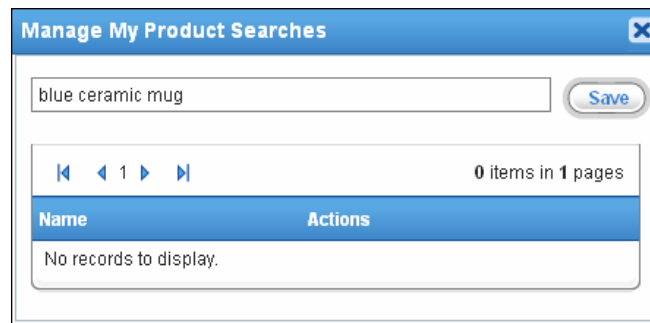
## Saving Searches

For searches that you perform often, there is the “Save Search” button, which enables you to save your search. This means that all the selected criteria will be saved and you can access it at a later date. ESP Web gives you the option to save any product or supplier search (up to 20 different searches). To save a search, use one of the searching methods discussed above, then, from the results page, click on the “Save Search” link.



Product Summary View

Then, the “Manage Saved Searches” window will open. The name of the search will default to your search criteria, but you can rename the search if you like. For example, this search is called “blue ceramic mug”, but it can easily be changed to “Blue Mugs – 7/22/2010”. Then, click on “Save”.



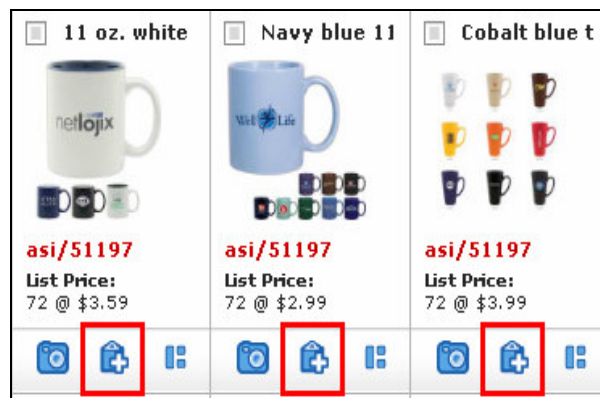
To access saved searches in the future, you can click on the “Searches” button on the application toolbar and click on “My Saved Searches” to see the searches you have saved. Other searching options in this menu include “My Recent Searches” which will show your last 20 searches. Also, there are the “Top 20 Searches”, which are the top 20 keyword searches done by ALL users of ESP Web over the last 7 days.

## Chapter 4: Using the Clipboard (how to save your products)

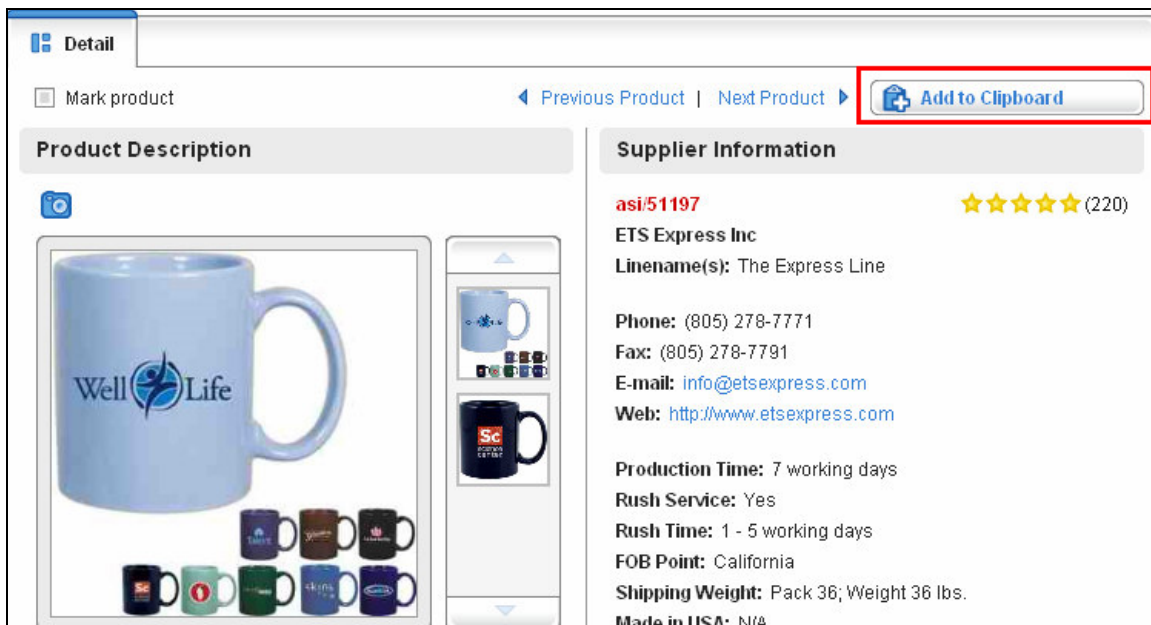
The clipboard is a place that stores your product selections for your customers while working in ESP Web. Items can be added to the clipboard one at a time, by clicking on the “Add to Clipboard” button from any of the views.



Summary View – Add to Clipboard




Tile View – Add to Clipboard



Product Detail View – Add to Clipboard


You can also add more than one product at a time by clicking into the checkbox to the left of the image then click on the “Select Action” button.

Summary View		Tile View	
1   2   3   4   5 ▶▶		Items per Page: 25	Sort By: Default
Image	Pricing	Supplier	Additional Information
<input checked="" type="checkbox"/>	 <p>List Price: 72 @ \$3.59</p> <p>Net Cost: 72 @ \$2.154</p>	<p>ETS Express Inc</p> <p>asi/51197</p> <p>★★★★★ (219)</p>	<p>62 Two tone 11 oz. ceramic mug</p> <p>Ceramic, glossy two tone cobalt blue mug with C-Handle and a...</p>
View Prices		Remove from Clipboard	
		View Details	

The “Select Action” button gives you the option to “Add marked products to clipboard” which will put your marked items onto the clipboard. You can place up to 250 items on the Clipboard for up to 90 days or until you take them off.

View Clipboard (0)
Select Action
View Shopping Cart (0)

Add marked products to Clipboard
Clear all marked products

Summary View		Tile View	
1   2   3   4   5 ▶▶		Items per Page: 25	Sort By: Default
Image	Pricing	Supplier	Additional Information
<input checked="" type="checkbox"/>	 <p>List Price: 144 @ \$1.69</p> <p>Net Cost: 144 @ \$1.014</p>	<p>ETS Express Inc</p> <p>asi/51197</p> <p>★★★★★ (205)</p>	<p>112 Cobalt blue 11 oz. ceramic mug w...</p> <p>C-Handle glossy ceramic mug, cobalt blue. 11 oz. size. BPA f...</p>
View Prices		Add to Clipboard	
		View Details	



**Note:** The “Select Action” is available in Summary and Tile View, not in Detail View.

When viewing the clipboard, you will see all of the items which have been added. Newly added items will show after previously added items. You may need to use the scrollbar along the bottom of the products to view all the items on the clipboard.

View Clipboard (5)
Select Action
View Shopping Cart (0)

Clipboard

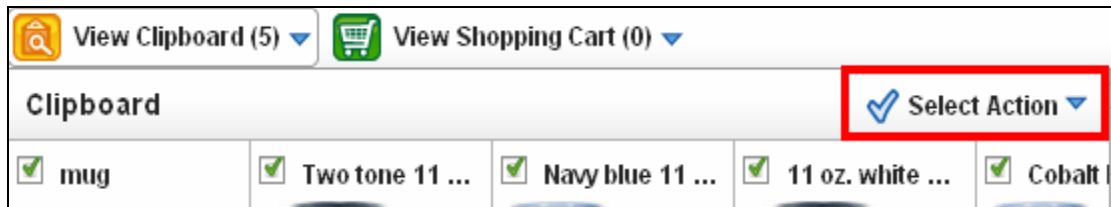
☒ Select Action

<input type="checkbox"/> Two tone 11 ...	<input type="checkbox"/> Navy blue 11 ...	<input type="checkbox"/> Cobalt blue 1...	<input type="checkbox"/> 11 oz. white ...	<input type="checkbox"/> mug
				
ETS Express Inc 72 @ \$3.59	ETS Express Inc 72 @ \$2.99	ETS Express Inc 144 @ \$1.69	ETS Express Inc 72 @ \$3.59	Numo 72 @ \$3.68

Clipboard

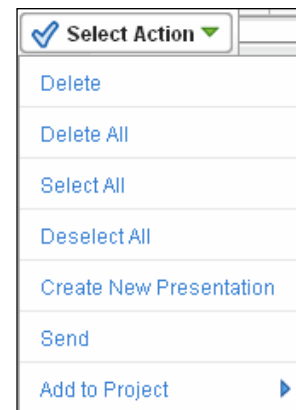
Once items are on the clipboard, you have several options on what to do with them. Please note that you need to mark the items you want to work with on the clipboard,

otherwise, the only option you will have available under the “Select Action” button is to “Select All”. The “Select Action” button for the Clipboard is located in the upper right hand corner of the View Clipboard window.



The Options in the “Select Action” menu are:

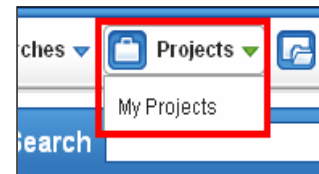
- **Delete** – delete marked products on the clipboard
- **Delete All** – delete all the products on the clipboard
- **Select All** – mark all the products on the clipboard
- **Deselect All** – unmark any selected items
- **Create New Presentation** – add any items you have marked and move them into the presentation area
- **Send** – emails the product will all the information
- **Add to Project** – adds the items to an existing project



## Chapter 5: Projects

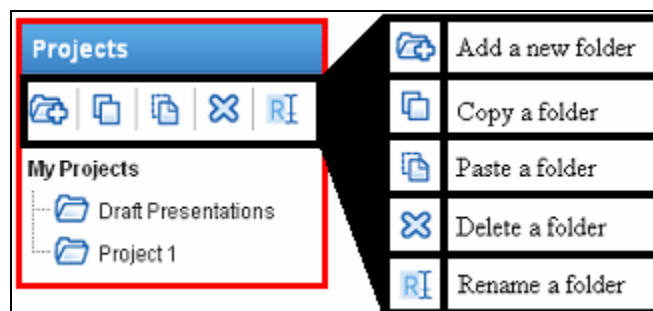
One of the great added benefits of ESP is your ability to manage your client and their projects from any computer, PC or Mac, connected to the Web. This means you can respond faster than ever to customer requests and work just about anywhere you desire. ESP Projects is similar to an electronic filing cabinet where you store your customer’s folders, products and presentations.

To access ESP Projects, click on the Projects Button and select My Projects.



### Creating and Naming Folders

When you first access this area, you will see a default folder titled Project 1.

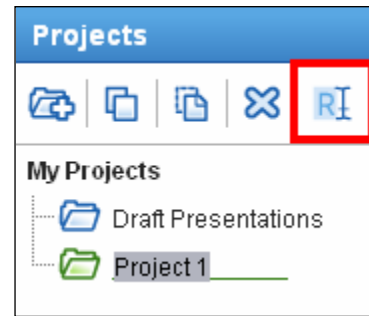


Explanation of Project Icons

To rename the folder, click on the folder, then click on the Rename button.

You will see the name of the folder is highlighted, just start typing in the new name.

When you are finished typing, just click anywhere else to save the new folder name.

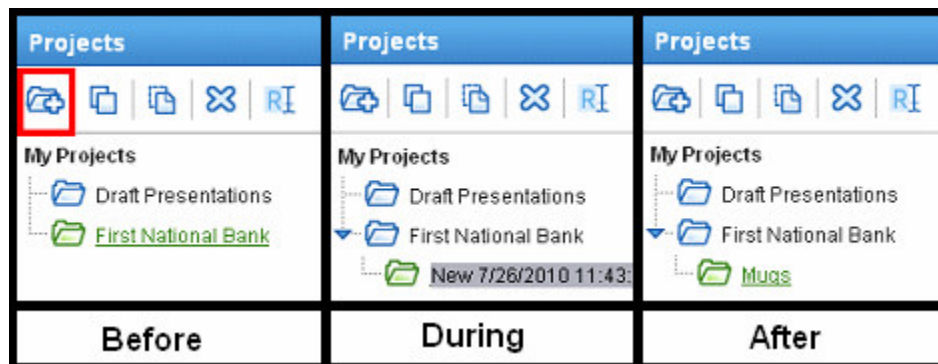


### **Creating a Sub Folder**

To create a sub folder to an existing folder, click on the folder you would like to add the new sub folder to. Once you see the folder turn green and become underlined, click on the “create new folder” icon.

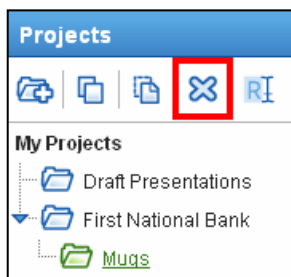
The new folder appears under immediately under the original folder. The default name of any new folder is “New” followed by a date and time stamp.

If the new folder name is highlighted, you can simply type a new name. If the new folder name is not highlighted, click on the folder, then click on the Rename button. Once you will see the name of the folder is highlighted, just start typing in the new name. Once you are finished typing, just click anywhere else to save the new folder name.



### **Deleting Folders**

If you no longer need a project folder or subfolder, the process to remove them from your projects is rather straightforward.



Click on the folder or subfolder you would like to delete, then click on the delete icon. You will receive a notification asking you “Are you sure you want to delete this item?” Click on “OK” to finish deleting or click “Cancel” to not delete the folder.

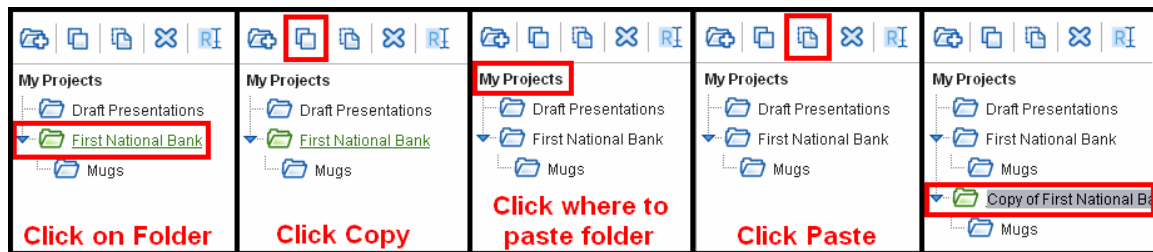
**Note:** If you delete a folder, any subfolders for that project folder will also be deleted.

### **Copy and Paste Folders**

You can copy and paste folders and subfolders in the Projects. To copy a folder, click on the folder, and then click on the copy icon. Next, click on area you would like to paste the copied folder into. For example, if you wanted to copy “First National Bank”, you would



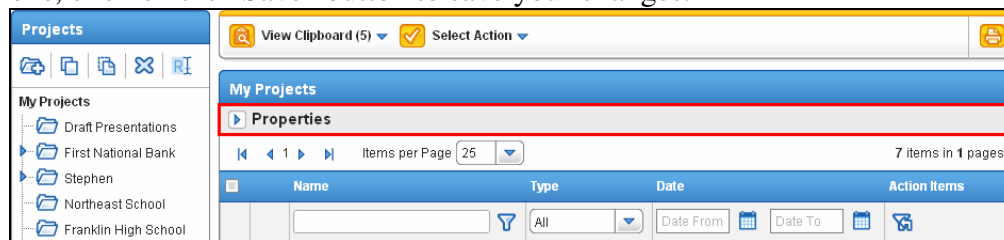
click on the folder, and then click on the Copy icon. Next, you would click on “My Projects” and then click the Paste icon.



**Note:** If you copy a folder that has subfolders, the subfolders will be copied as well.

## Properties

The properties frame lets you modify and/or add information for a folder. In the Properties, the Name is the name of the folder. You can add a due date and notes, as well as add customer to this folder. After you have finished making modifications or additions, click on the “Save” button to save your changes.



My Projects - Properties

## Searching in Projects

Because you can create folders for all of your clients and their promotions, over time, you may have a lot of folders and finding your client quickly and easily can become more challenging. In your Projects area, you have the ability to search for your folders or the content within those folders. This means you can use this box to search for products you have saved as well as presentations. The search box is located below your list of projects.

Search

Search by any or all of the criteria below.

Keyword:

Type:

All

Look in:

First National Bank

Date:

Created

☒ Within The Last Week

☐ Past Month

☐ Within The Past Year

☐ Specify Dates

Date From

Date To

You can search by any or all of the following items:

- Keyword
- Type (such as folder, product or presentation),
- “Look In” will allow you search a project folder.
- Date

There are several ways to search by date. Use the dropdown menu to select what type of date you are looking for, the date created, date modified, or due date. You can also click into the radio button to choose from the following options for your date: Within The Last Week, Past Month, Within the Past Year, or Specify Dates (you can type these dates in or use the calendar icon to click on the dates)

You can search using only one criterion, or you can combine criteria. If you need to start over, click on the “Reset” button.

## Search Results in Projects

Your results will display Folders, Products or Presentations. Any of the headers: Name, Type, Date, and Location can be clicked on and the results will be shown ascending alpha numeric order, then if you click again, they will be in descending alpha numeric order. The location links will bring you to that particular section in the projects so that you can use the action items.

Search Results				
◀ 1 ▶		<b>Sort By - Click on Heading to Sort</b>		8 items in 1 pages
Name	Type	Date	Location	
11 oz. white glossy ceramic mug wi...	Product	07/27/2010 09:56 AM	My Projects\First National Bank\Mugs	
Cobalt blue 11 oz. ceramic mug wit...	Product	07/27/2010 09:55 AM	My Projects\Stephen\Mugs	
mug	Product	07/27/2010 09:56 AM	My Projects\First National Bank\Mugs	
Mug Presentation	Presentation	07/27/2010 09:38 AM	My Projects\First National Bank\Mugs	
Mugs	Folder	07/26/2010 11:43 AM	My Projects\First National Bank	
Mugs	Folder	07/27/2010 09:11 AM	My Projects\Stephen	
Navy blue 11 oz. ceramic mug with ...	Product	07/27/2010 09:55 AM	My Projects\Stephen\Mugs	
Two tone 11 oz. ceramic mug	Product	07/27/2010 09:55 AM	My Projects\Stephen\Mugs	
◀ 1 ▶		<b>Click on link to go to the exact location</b>		8 items in 1 pages

Projects – Search Results Window

After clicking on a location, you will be brought into the Project area for that location. In the Project area, the headers will be able to sort in the same manner as search results. In the example below, the “Mugs” folder has been sorted in alphabetical descending order by the type of result.

Mugs				
▶ Properties				
◀ 1 ▶		Items per Page 25	4 items in 1 pages	
Name	Type	Date	Action Items	
11 oz. white glossy ceramic mug w...	Product	07/27/2010 09:56 AM		
mug	Product	07/27/2010 09:56 AM		
Mug Presentation	Presentation	07/27/2010 09:38 AM		
Ceramic Mugs	Folder	07/27/2010 10:08 AM		
◀ 1 ▶		Items per Page 25	4 items in 1 pages	

Projects View

There are three types of results: Product, Presentation, and Folder. For each type, there are Quick View, Detailed View, and Delete options.



	Name	Type	Date	Action Items
	<input type="text"/>	All	Date From <input type="text"/> Date To <input type="text"/>	<b>Delete</b>
	10 oz. white glossy ceramic mug w...	Product	07/27/2010 09:56 AM	
	<b>Quick Views</b>	Folder	07/27/2010 09:56 AM	
	Mug Presentation	Presentation	07/27/2010 09:38 AM	
Items per Page 25				3 items in 1 pages

Projects View

For Presentations, there is an additional action item to edit and send.

	Mug Presentation	Presentation	07/27/2010 09:38 AM	
Items per Page 25				pages

## Filters

Filters help you to narrow the results. You can filter by Name, Type, or Date. Using the filters is a very convenient way to find projects when you have a long list of results. If you start typing in the client's name, the results below will match letter by letter. This is why when "F" was typed above; both First National Bank and Franklin High School appeared as choices.

My Projects				
Properties				
Items per Page 25				5 items in 1 pages
	Name	Type	Date	Action Items
	<input type="text"/>	All	Date From <input type="text"/> Date To <input type="text"/>	<b>Reset</b>
	First National Bank	Folder	03/19/2010 12:33 PM	
	First National Bank	Folder	07/26/2010 11:13 AM	
	Franklin High School	Folder	07/27/2010 09:41 AM	
	Northeast School	Folder	07/27/2010 09:40 AM	
	Stephen	Folder	07/27/2010 09:11 AM	
Items per Page 25				5 items in 1 pages



The reset icon clears any criteria you entered.

## Toolbar

The toolbar in the Projects area includes View Clipboard and Select Action.

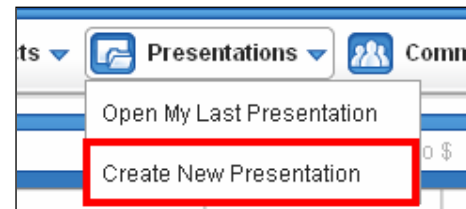
Searches	Projects	Presentations	Community	Tools	Help	
<div>  View Clipboard (5)            Select Action         </div>						
My Projects						

The View Clipboard and Select Action buttons in the projects area functions the same as in the product results section. For information on how to use the clipboard, please refer to Chapter 4: Using the Clipboard.

## **Chapter 6: Presentations**

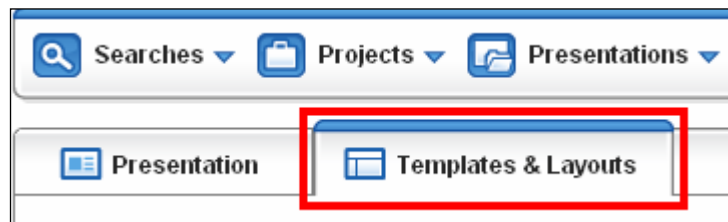
ESP Presentations combine the flexibility of Word and PowerPoint with email to create an incredibly effective marketing tool. Completely customizable, ESP Presentations are one of the best ways to brand your company while generating leads and sales.

To get to this location from the ESP Web Homepage, click on the “Presentations” button on the application toolbar and select “Create a New Presentation”.



Once you are in the Presentation area; click on the “Templates & Layouts” tab.

You are now ready to start setting up custom features. Set up your Cover Pages, Headers, Footers and Closing Pages for your Presentation first, so you can easily add your custom information while building your Presentation.

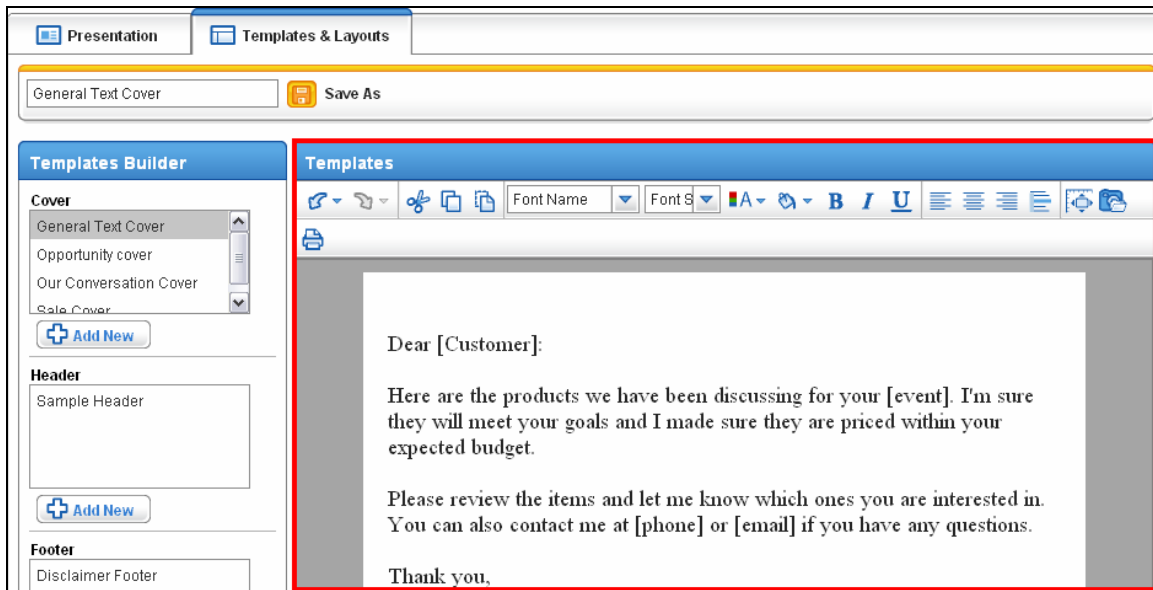


### **Cover Page**

ESP Web comes with four sample cover pages. Sample cover pages can be used at any time in a presentation and modified in the presentation. The General Text Cover, Opportunity Cover, Our Conversation Cover, and Sales Cover are available for you to customize for your own use. If you do not want to use one of the templates, you do not have to. You can click on the “Add New” button and type any text you like.



To make changes to one of these pages, click on the name of it. You will see the template open in the “Templates” area.



The sample cover pages can be modified using the Templates toolbar but cannot be deleted. If you want to modify our default cover page, you can make changes, then just rename the template, then click on the “Save As” button.

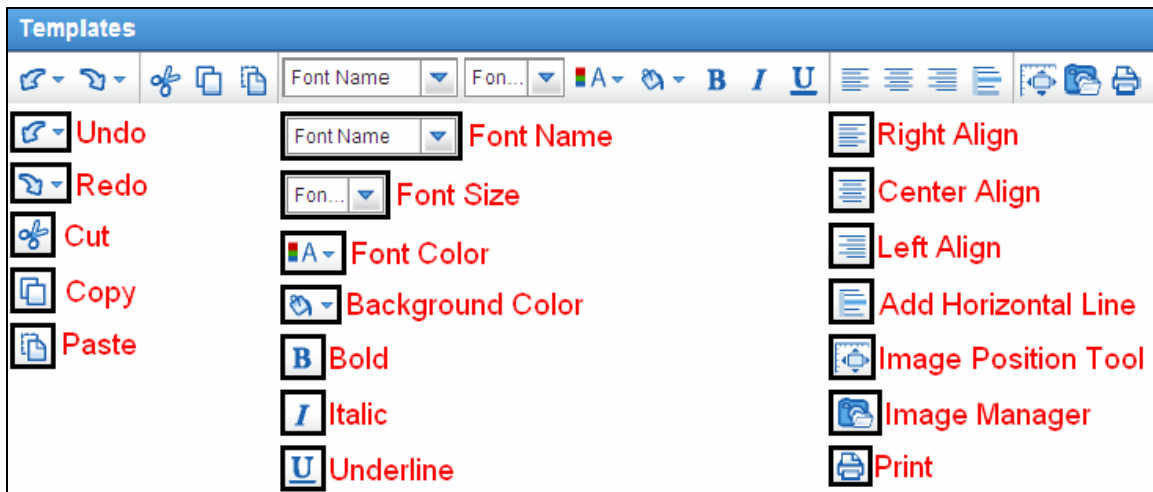
### Templates Toolbar

The templates toolbar allows you to modify the look and feel of the page. It is available for ALL pages in the Presentation area. Therefore, you can use this toolbar to create custom cover pages, headers, footers, and closing pages; as well as use any presentation!



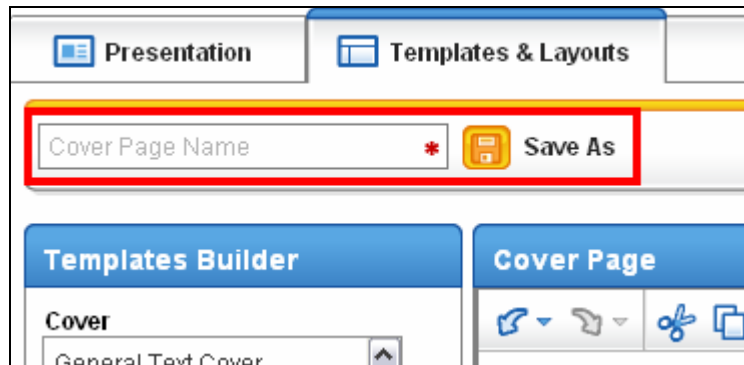
Presentations - Templates Toolbar

The templates toolbar has a lot of options for you to use. The most of the icons work very similarly to Microsoft Word. Below is a chart of each icon on the toolbar and its function. Spell check is built into the program.



Presentation – Templates Toolbar – Explanation of Icons

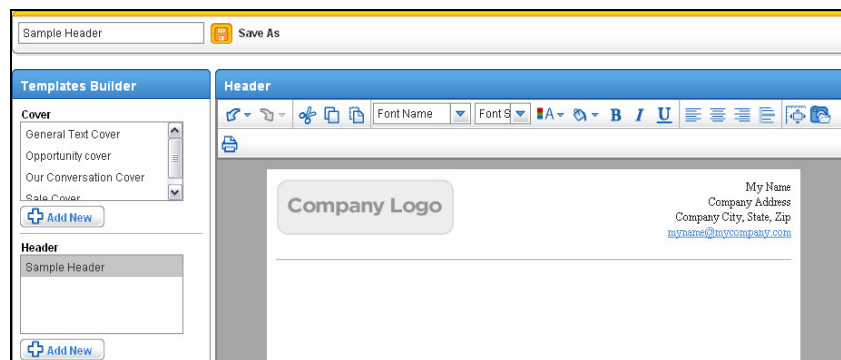
Whether you have clicked on the “Add New” button and are creating a cover letter from a blank template, or modifying one of the templates, you will need to save your work. Once you have completed the cover page, give it a name and click on the “Save As” button at the below the Templates & Layouts tab.



Presentations – Templates & Layouts

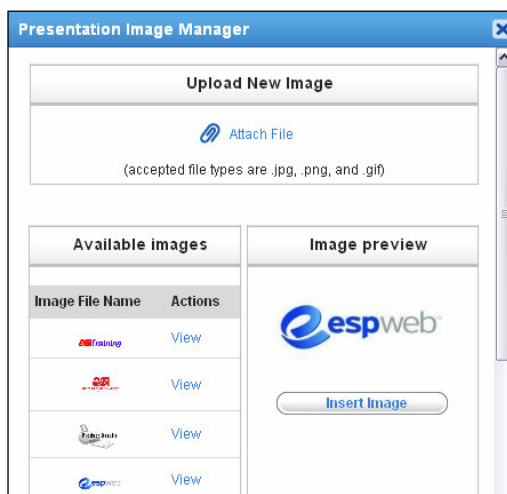
## Header

The Header is used to brand your presentation with your company logo. We do provide you with a sample Header. The sample header can be modified using the Templates toolbar. We recommend you create your custom header from our template. Just make the changes you want, then just rename the template, then click on the “Save As” button.



Templates & Layouts – Header

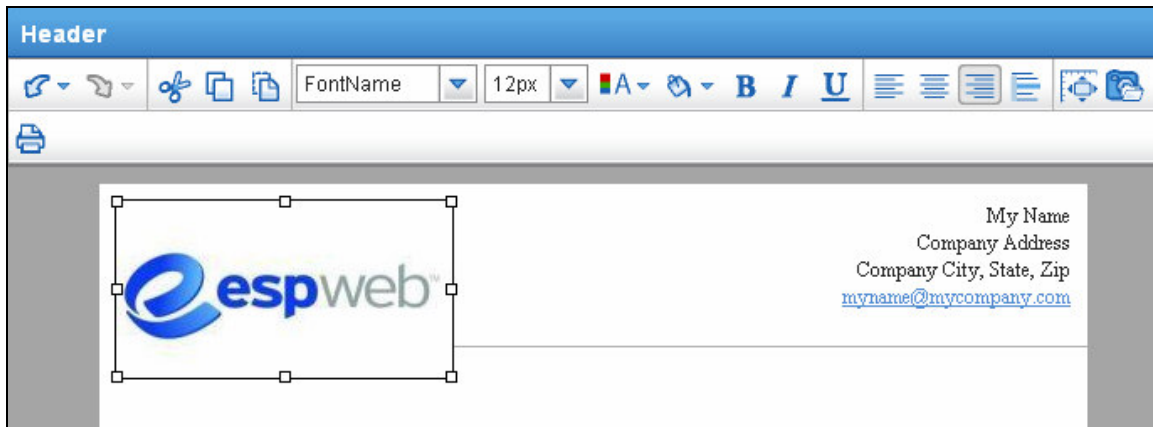
Just like with the cover letter, you can use the toolbar to modify your header, including uploading your own logo/image and positioning it. To upload your own image, click on the image manager icon.



The Presentation Image Manager box will open. This is where previously uploaded images will be stored and where you can upload new images. The image needs to be no larger than 200KB and in a .jpg, gif, or .png format.

Click on “Attach File” to browse your computer for the image file. Once you have located the

file, click on it, then click on “Open”. You will see the image in the Available Images section. You can use the “View” link to preview the image and then click on the “Insert Image” to add it to your header.



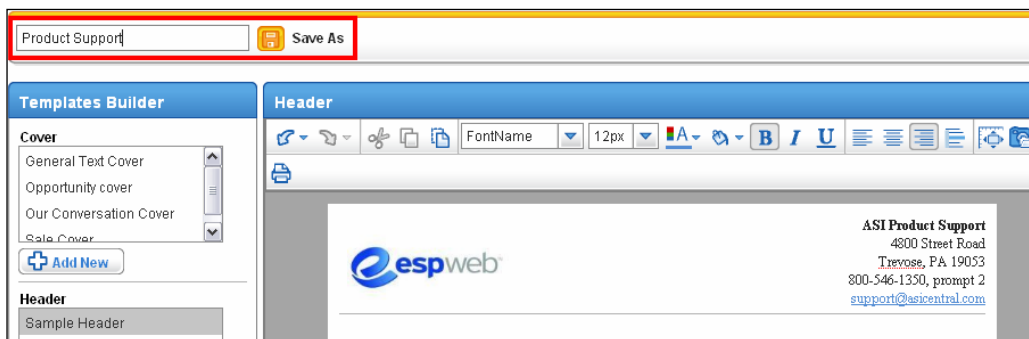
Presentation Templates and Layouts - Header Section

Once the image is in your header, you can click on the corners to resize it and use the position tool to move your logo to another area in the header.



**Note:** The position tool behaves differently depending on the browser.

You can also replace the sample text with your own information. The information does not have to be in the format that is provided; it can be anything you want! For example, header below was set up from the sample template. Then, give it a name and click on the “Save As” button to save it as an available header.



## Footer

We do provide you with a sample Footer. The sample footer can be modified using the Templates toolbar. The process of adding a new footer or modifying the sample is the same used with the header.

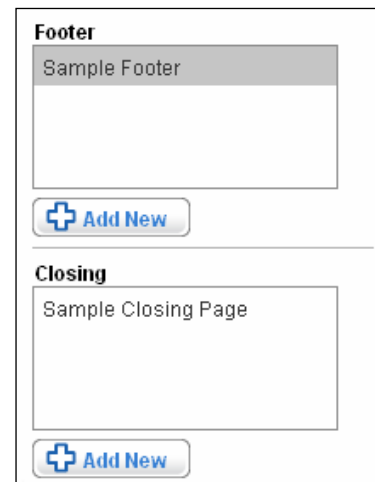
**Note:** Footers have two special icons:



Add the date



Add page numbers



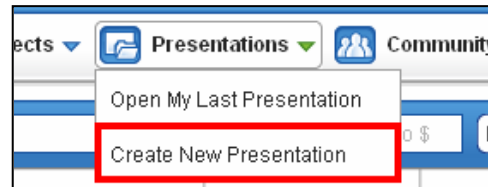
## Closing Page

We do provide you with a sample Closing Page. The sample closing page can be modified using the Templates toolbar. The process of adding a new closing page or modifying the sample is the same used with the cover pages.

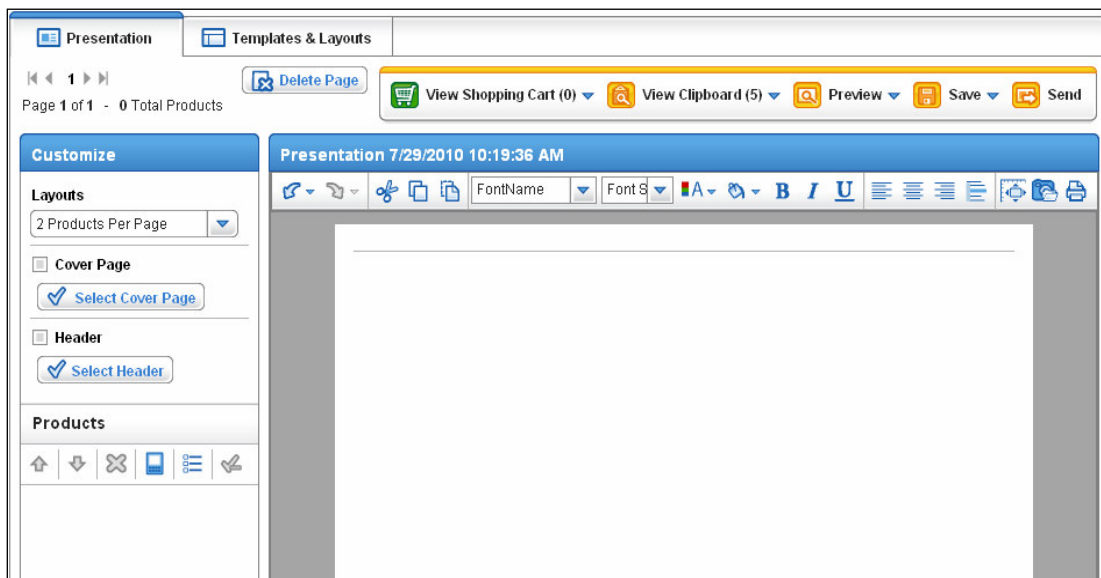
## Creating a New Presentation

Now that you have created cover letters, headers, footers, and closing pages, you are ready to begin creating presentations. If you do not already have items saved on your clipboard, you will need to search for items you like and add them to the clipboard. For more information on how to do this, please refer to Chapter 3: Searching and Chapter 4: Using the Clipboard.

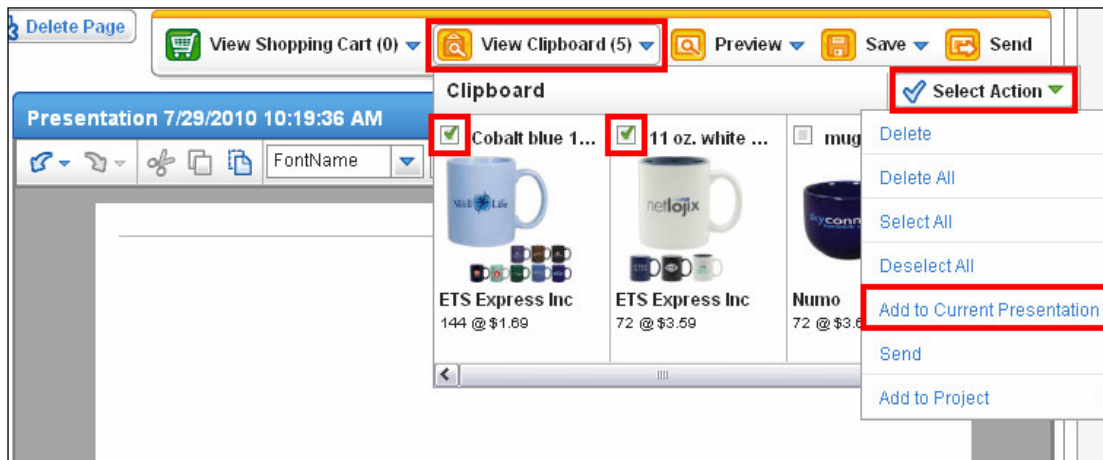
If you already have items on your clipboard to use, you can go to Presentations from the application toolbar and click on “Create New Presentation”.



The Presentations area will open to the Presentation tab and you are ready to add products.



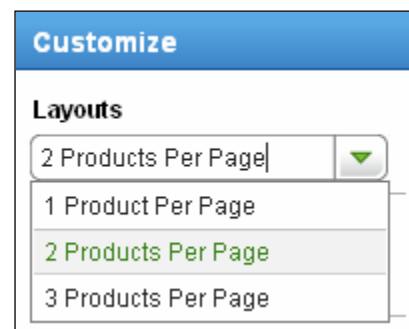
To add products, click on the “View Clipboard” button, mark the products you would like to use and then use the “Select Action” button to “Add to Current Presentation”.



Now that you have added the products into the presentation, you can begin to personalize the presentation by using the options in the customize box.

### ***Layouts***

You can select how many products you want on a single page. You can have one, two, or three products per page.



### ***Cover page***

You have the option to show a cover page as the first page of your presentation. To add a cover page, check the box to the left of the words cover page. You can either use the Sample cover page or one that you created.



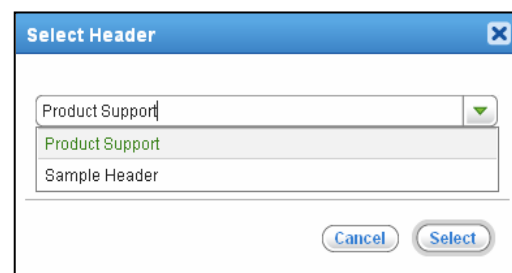
### ***Header***

You have the option to show a header at the top of the pages of your presentations. To add a header, check the box to the left of the word Header.



You can either use the Sample header or select one that you created from the drop down menu. You will have three options about how to display your header:

- Show the Header on all pages,
- All pages EXCEPT the first page (if you have a cover page, that will be the first page)
- All pages EXCEPT the last page (if you have a closing page, that will be the last page).



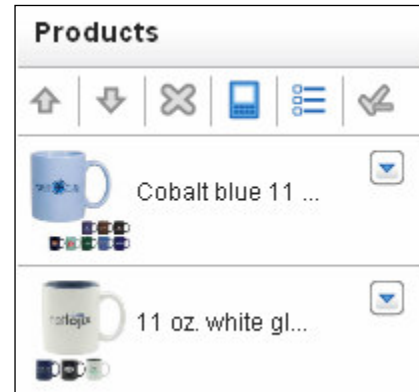
Once you have decided where you want your header to show, click on the “Select” button at the bottom and your header will appear on the presentation.

## Products

The products in the presentation will appear in a list on the customize area. You can make changes to multiple products at a time, products can be selected or deselected by holding down the Control Key and clicking on the product. Selected products will have a green background. Within this area, you can move products up or down in the presentation, delete products, modifying pricing, select data fields to display, and deselect items.

### Moving Products

You can move the products by using the arrow buttons.



In this example, there are three mugs in the presentation. The middle mug is selected.

The up arrow would move the middle mug to the top position, making it the first mug in the presentation. The mug that was first will now be second.

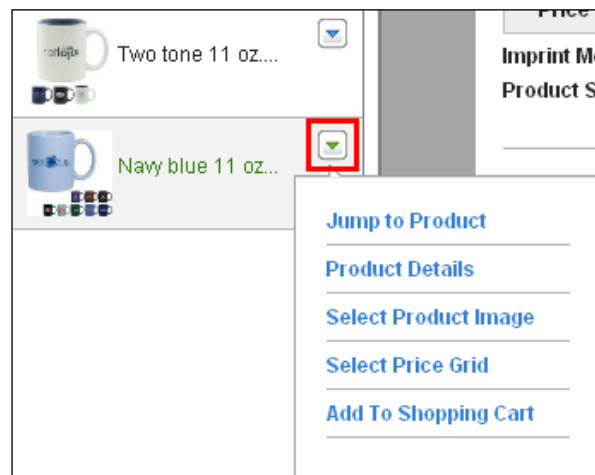
The down arrow would move the mug down in the presentation, making it the third and final item. The mug which was previously last will now be the second to last item.

Note: You must move one item one space at a time, you cannot drag and drop.

Also, attached to each product is a smaller customization menu. Using the triangle button for the product, you have up to five options:

- Jump to Product
- Product Details
- Select Product Image
- Select Price Grid
- Add to Shopping Cart

**Note:** Not all options will be applicable for all products. Please refer to the option for information about its availability.



**Jump to Product** enables you to go directly to that product to edit it. This is very beneficial when the product is several pages into the presentation. This option will only be available if the product is on a different page than the one you are working on.



**Product Details** will open the ESP Web Detail View for that product in a separate window or tab. You can review or even copy and paste any information from the Detail page into the presentation. This option is available on all products.

**Select Product Image** enables you to choose from the images provided by the supplier. This option will be available for products where the supplier has provided additional images.

**Select Price Grid** enables you to select which price grid you would like to use if the product has more than one base price. For example, there might be two price grids because the item might cost more for a specific color or size. You can use this option to select which pricing you would like to use. This option will be available if the product has more than one base price.

**Add to Shopping Cart** (only for ESP Orders users) enables you to add the product directly from your presentation into the Shopping Cart for ESP Orders.

### Deleting Products



To delete an item from the presentation, select the product, and then click on “X” icon. Deleting a product from a presentation does not remove it from the clipboard.

### Price Calculator

The price calculator allows you to modify pricing for one product or all products in the presentation. To do this, select the product (or hold the CTRL key on your keyboard and select multiple products) that you would like to modify.



Click the Calculator Icon to open the Price Calculator.

On this new window, you will notice that Selected Products is in bold type, but you can click on the radio button for All Product if you want these changes to apply every product in the presentation.

You can adjust list pricing by a percentage by clicking in the radio button and typing in a percentage.

Or, you can add or subtract a fixed amount or percentage to (or from) the list price or net cost. Just click in the radio buttons and type in the values you want to use.

You can also use the check boxes to round to two decimal places or show higher quantity price grids first. If you need to reset the prices, click on the “Resent to Original Price” button. You

can also click on Cancel if you do not want to make changes, or you clicked into this box by accident. If you are satisfied with your changes, just click the “Apply” for your changes to take effect. The product pricing will be adjusted and your screen will refresh back to the Presentation.

**Note:** Remember, these changes apply to the list price on the presentation.

### Product Data Fields

The data field icon enables you to choose the fields that appear on your presentation. To do this, select the product (or hold the CTRL key on your keyboard and select multiple products) that you would like to modify.



Click on the data field icon to access the checkbox list.

On this new window, you will notice that Selected Products is in bold type, but you can click on the radio button for All Product if you want these changes to apply every product in the presentation. The data field contains the list of all the data fields available for products. To show a data field, click in the box next to it. To hide a field, make sure there is no check in the box next to it. You can also click on Cancel if you do not want to make changes, or you clicked into this box by accident. If you are satisfied with your selections, click the “Apply” button at the bottom for your changes to take effect.

While you cannot set defaults, the computer remembers what fields you had checked in the previous presentation. Therefore, even though the program will open to defaults, to get your custom selected fields to show; click on the data field icon, and then click the “Apply” button at the bottom.

**Note:** If a data field is not available on a selected product, that field will be grayed out on the data field list pop-up page.

### Clear Selection



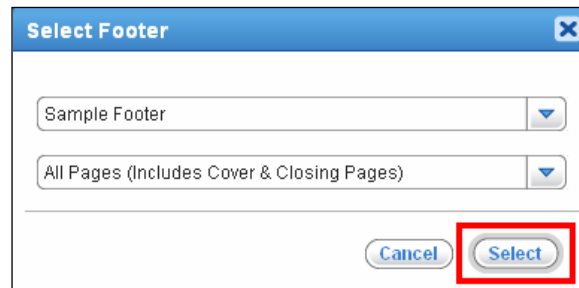
The clear selection applies when you have more than one product in your presentation. If you selected an item by accident or have an item selected you do not want selected, just click on the clear selection icon.

### Footer

You have the option to show a footer at the bottom of your presentation. To add a footer, check the box to the left of the word Footer.

You can either use the Sample header or select one that you created from the drop down menu. You will have three options about where to display your footer:

- All pages,
- All pages EXCEPT the first page (if you have a cover page, that will be the first page)
- All pages EXCEPT the last page (if you have a closing page, that will be the last page)

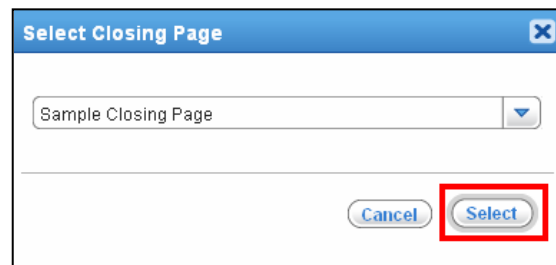


### Closing Page

You have the option to show a closing page as the last page of your presentation. To add a closing page, check the box to the left of the word Cover Page.

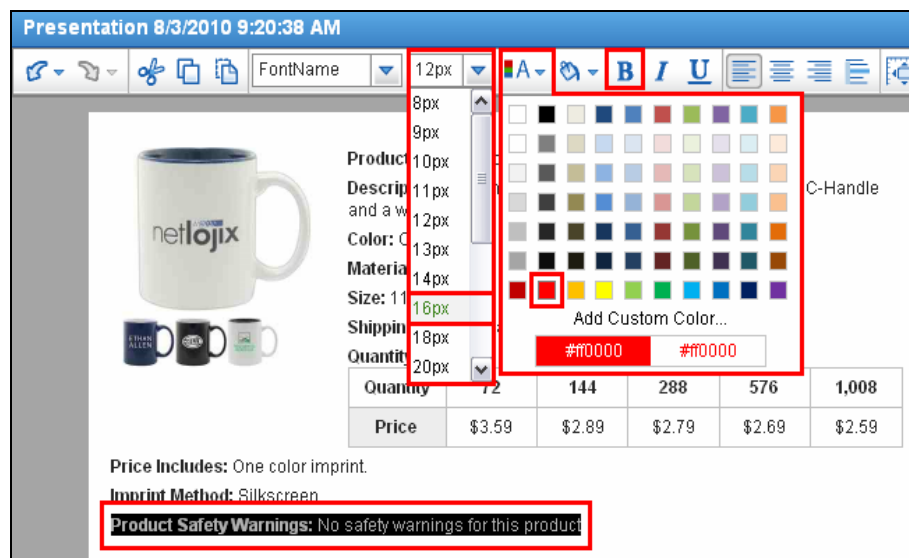


When you click on the closing page checkbox, a dialog box that allows you to select a closing will be displayed. You can select the closing page you want to use from the drop down menu. You have the option to insert (via paste) any text or images on the closing page. The closing page will not exceed one page.



### Presentation Changes

Making changes in the presentation is as easy as clicking and typing. You can use all the functions of the templates toolbar to make changes to the information for every product. For example, if you wanted the product safety warnings to stand out for a specific product, you can highlight the text you would like to change, then click on the font color icon from toolbar, then click on the color you want to use. To change the size, use the size dropdown and click on the size you want to use. To bold, click on the "Bold" icon.



The Product Safety Warnings are now in a 16px font, bolded, and in bright red.



**Product Name:** Two tone 11 oz. ceramic mug

**Description:** Ceramic, glossy two tone cobalt blue mug with C-Handle and a white interior, 11 oz. Color out / white in. BPA free.

**Color:** Cobalt Blue

**Material:** Ceramic

**Size:** 11 oz

**Shipping Weight:** Pack 36; Weight 36 lbs.

**Quantity/Price**

Quantity	72	144	288	576	1,008
Price	\$3.59	\$2.89	\$2.79	\$2.69	\$2.59

**Price Includes:** One color imprint.

**Imprint Method:** Silkscreen

**Product Safety Warnings:** No safety warnings for this product




**Note:** If you need to undo, ***do not use*** the “Back” button on the browser. If you need to undo an action, use the “Undo” button in toolbar.



You can also delete any text you do not want to have. For example, if you do not want the words “Quantity/Price Grid”, you can remove them just like removing text in Microsoft Word. In the example below, the Backspace button on the keyboard is being used to delete the text. Using the Delete button will also work to remove text. Many of the functions of the toolbar are similar to Microsoft Word.

Presentation 8/3/2010 9:20:38 AM



**Product Name:** Two tone 11 oz. ceramic mug

**Description:** Ceramic, glossy two tone cobalt blue mug with C-Handle and a white interior, 11 oz. Color out / white in. BPA free.

**Color:** Cobalt Blue

**Material:** Ceramic

**Size:** 11 oz

**Shipping Weight:** Pack 36; Weight 36 lbs.

**Quantity/Price**

Quantity	72	144	288	576	1,008
Price	\$3.59	\$2.89	\$2.79	\$2.69	\$2.59

**Price Includes:** One color imprint.

**Imprint Method:** Silkscreen

**Product Safety Warnings:** No safety warnings for this product

## Presentation Toolbar

This toolbar enables you to add items to the shopping cart (for ESP Orders users only), view the clipboard, preview the presentation (as both a PDF and in HTML format), save the presentation, and send the presentation.

 View Shopping Cart (0) ▾
 View Clipboard (5) ▾
 Preview ▾
 Save ▾
 Send

### ***View Shopping Cart***

The View Shopping Cart button will only be present if you are also a user of ESP Orders. Items on the Shopping Cart can be moved into a Sales Order or Purchase Order in a just a few quick clicks.

### ***View Clipboard***

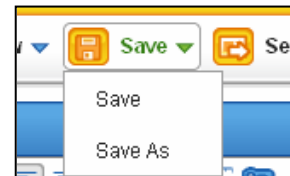
The View Clipboard button gives you access to all the products on the clipboard, as well as all the functions of the clipboard. For example, if there is an item you would like to add, you can click on the “View Clipboard” button, mark the product, and add it to the current presentation. For more information on these functions, please refer to Chapter 4: Using the Clipboard.

### ***Preview***

The preview button enables you to preview your presentation in either an HTML (web) format, or in as a PDF (Adobe) document. Previewing as a PDF will allows you to save your presentation anywhere on your computer and also gives you the option to print the presentation.

### ***Saving***

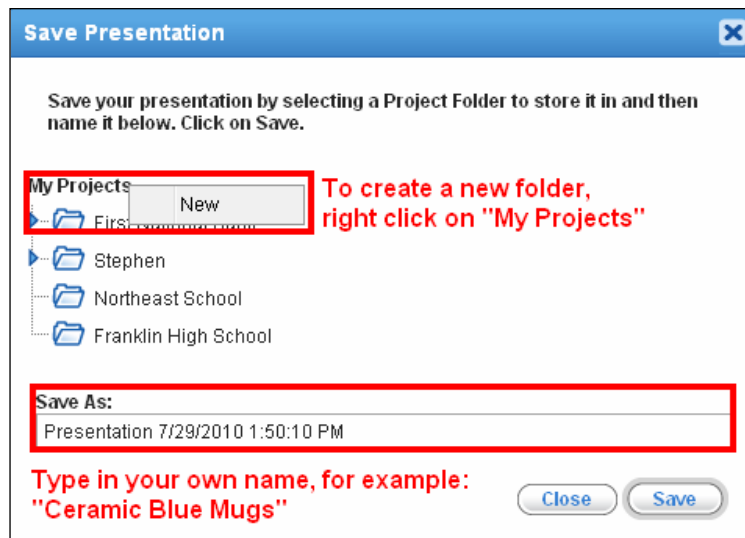
Prior to sending a presentation from ESP Web, you must save the presentation. Under the Save button, there are two options: “Save” and “Save As”.



Clicking on “Save” will save your presentation in the draft presentation folder, with the name of the presentation as the date and time the presentation was started. If you are editing a presentation, you can use the “Save” button to save any changes you have made, as well as overwriting the existing presentation.

The “Save As” option will open your Projects folders. If you already have a client folder set up, you can click on the client folder.

**TIP:** If the client you are working with does not have a folder and you want to save this presentation into a folder for them, right click on “My Projects” and you will be able to click on “Add”. A new folder will be added and you can type in the client’s name.



You will be able to rename the presentation, for example, rather than having it called “Presentation 7/29/2010 1:50:10 PM”, you can type in “Blue Ceramic Mugs”.

Then click on “Save” at the bottom.

**Note:** A presentation will be automatically saved every 10 minutes and be stored in your Draft Presentations folder.

By using the Projects to save your presentation, you are saving to the ESP Web server. Therefore, if you need to access any saved information from a different location, just log into ESP Web and all saved information will be available to you.

Save your presentation by selecting a Project Folder to store it in and then name it below. Click on Save.

**My Projects**

- First National Bank
- Stephen
- Northeast School
- Franklin High School
- Product Support

**Save As:**  
Ceramic Blue Mugs

Close Save

After naming the presentation, click on "Save"

### ***Sending***

After you have saved the presentation, click on the “Send” button. You can send the presentation to your clients as either an HTML link or a PDF link. Both of these options will be available, regardless of what type of email you use.

There are two types of emails, program based and internet based. An easy way to tell which one you are using is to look at how you log in. If you double click on an icon on your desktop and your mail messages are there, you are using a program based email. Example of email programs are: Microsoft Office Outlook, Outlook Express, or Windows Mail.

If you go to the internet, then log into your email, you are using an internet based email. Examples of internet based emails are Yahoo, GMail, Comcast, or MSN.

With a program based email, when you click on send, ESP Web will make a call to your default mail program and then display the e-mail. The body of the email will contain a link to the presentation.

If you are using an internet based email, just copy the links to the presentation and paste them into an open email message.

To copy, highlight the link, right click, select “Copy”, then open your email

Select the format of how you want your presentation sent:

**PDF:** Will insert an PDF link to the presentation in your email

**HTML:** Will insert an HTML link to the presentation in your email

☒ Send As PDF ☐ Send As HTML

Send

If you use an e-mail or webmail program that is not recognized by ESP Web, then simply copy one of the links below and paste it into your e-mail:

**PDF Link**  
<http://espweb.asicentral.com/fc8abb11-a4c9-457d-a016-73d5e7964cf8/1.aspx>

**HTML Link**  
<http://espweb.asicentral.com/83d0b8d3-f761-40bf-be20-e1c0ac8017c6/1.aspx>

and in the blank body section, click “Paste”.

When your customer receives the email, they will click on the link to view your presentation in the file type you selected.

## **Chapter 7: Preferred Suppliers**

In ESP Web, you can set up preferred suppliers. Suppliers who are marked as preferred will appear first in search results.

Ranking Preferred Suppliers can be done in the preferences area. To access the preferences, click on “Tools” and then click on “Preferences”. In the Preferences area, there are five rankings of preferred suppliers which can be set up. In the example, the highest ranking is “Awesome”. You can name the ranks anything you want.

Preferred Suppliers - Custom Rank Name	
Rank 1	<input type="text" value="Awesome"/>
Rank 2	<input type="text" value="Preferred2"/>
Rank 3	<input type="text" value="Preferred3"/>
Rank 4	<input type="text" value="Preferred4"/>
Rank 5	<input type="text" value="Preferred5"/>

**Note:** For former ESP Online users, if you had preferred suppliers set up in ESP Online, they can be imported, but only one time. To use the one time importing tool, under “Tools” click on the “Import Preferred Suppliers”.

After creating custom rank names, you need to add suppliers to these ranks. To do this, you will need to get to the supplier detail page. Though there are several ways to access the supplier detail page, the most straightforward way to is to do a supplier search. For help searching with using the Supplier search, please refer to Chapter 3: Searching.

After searching for the supplier, click on the “View Details” button from the summary view (the same process applies if you are in tile view).

Summary View		List View	
1	Items per Page: 25	Sort By: Default	
asi/	Supplier	Phone/Fax/E-mail	Products
63344	<b>Jetline</b> 30 Warren Pl Mount Vernon, NY 10550-4550 http://www.jetlinepromo.com	(914) 375-0855 Phone (877) 858-9908 Phone (864) 752-1417 Fax orders@jetlinepromo.com	701
★★★★★ (316)			
<a href="#">View Ratings</a> <a href="#">Rate This Supplier</a> <a href="#">View Details</a>			

Once you have reached the supplier detail page, click on the Tab for Preferred/Notes.

**Note:** This tab may be disabled if you have an administrator for Preferred Suppliers.

In the Preferred/Notes tab, you will be able to assign this supplier to any level of your preferred rankings. You will also be able to set up any special pricing you might receive from that supplier. You will also be able to enter notes for this supplier.

Detail	Ratings	Preferred/Notes
asi/63344		
Jetline		
Linename(s): Jetline		



## Preferred Pricing and Notes

If you receive special pricing from a supplier, you can set this up in ESP Web. On the Preferred Suppliers page, there is a section for Preferred Pricing.

The first step is to click into the checkbox next to “Apply the following discount to” and then use the dropdown to select “Net Cost” or “List Price”.

Then, click on the radio button next to the field that reflects the special pricing you are receiving. Each dropdown box has two options: “Minus Fixed Percent” or “Plus Fixed Percent”.

If the special pricing you are receiving does not fit into the given choices, click in the radio button next to “Other Special Pricing” and type in what your individual pricing entails.

The “Exceptions or Notes about Preferred Pricing” is an open text box where you can type any information you need about your pricing. For example, exceptions or note could include: “EQP good until 9/2011”.

**Note:** Profit is calculated on Preferred Price instead of Net Cost and preferred prices are displayed on price grids.



In addition to setting up preferred pricing, you can also include notes about the suppliers. There are three different levels of notes: My Notes, Shared Notes, and Corporate Notes.

“My Notes” are notes that you can type in for your own reference and will only show in your ESP Web. You can click in the checkbox to “Share My Notes” to make your notes shared.

“Shared Notes” are notes that have been entered by users and can be viewed by everyone under the company’s ASI number.

“Corporate Notes” can only be entered by the corporate/company administrator.

Once you are finished marking a supplier as preferred, assigning preferred pricing, or typing in notes, click on the “Save” button at the bottom. Preferred suppliers (and any data you have added for them) will show in ESP Web within about 15-20 minutes.

After designating a supplier as preferred, you will see your settings throughout the different views in ESP. Preferred Prices are displayed on Product Detail price grids. The preferred ranking and notes will follow the supplier information through all the different views in ESP Web: Product Summary View, Product Tile View, Product Detail View, Supplier Summary View, and Supplier Detail View. The preferred pricing will be included in every price grid available for all products from that supplier.

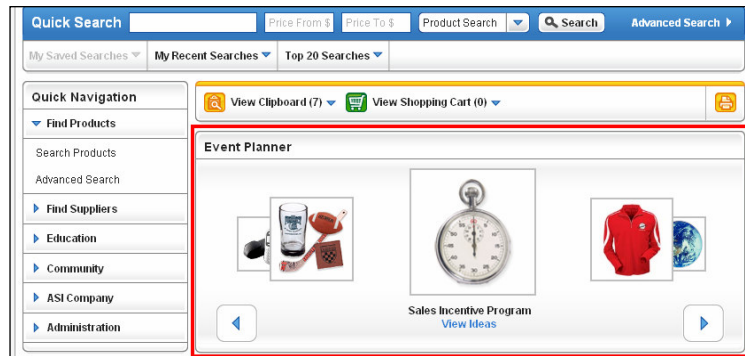
Quantity	150	250	500	1,000	2,500
List Price	\$1.99	\$1.97	\$1.95	\$1.93	\$1.90
Net Cost	\$1.194	\$1.182	\$1.17	\$1.158	\$1.14
<b>Preferred</b>	\$1.14	\$1.14	\$1.14	\$1.14	\$1.14
Profit	\$0.85	\$0.83	\$0.81	\$0.79	\$0.76

ESP Web Product Summary View

## Chapter 8: The Event Planner

The Event Planner can help generate higher sales, develop new ideas, and impress your clients. It contains sets of products that you can browse when looking for ideas. These sets are "event" or "idea" oriented covering major distributor programs like golf outings, safety initiatives, and school programs. Program ideas and advice from ASI's magazine editors are provided with each event.

Click on the arrows to scroll through the list of events available. Then, click on the event topic of your choice. A new window launches with products, a video and the steps it takes to begin that event.



There is an audio/video in upper right corner, with the steps listed below. Three price tiers are available to meet the budget of every client. There are 3 tabs with Least Costly, Mid-range, and High-End items. If you mouse over the picture of the products, they open in a larger pop-out window. Also, there is a price range listed with the products. You can create a presentation very easily from the planner. Click the link at the bottom (or the "Send to Presentation" button in upper right hand corner) and the presentation will open.

The Event Planner covers major distributor programs like golf outings, safety initiatives, and school programs. Events are created in one click and easily modified with additional products. It also includes program ideas and advice from ASI's magazine editors. Additionally, there are three price tiers available for each event to meet the budget of every client.

**Event Planner**

Eco-Friendly Send to Presentation

**Profit Potential**  
Here is a breakdown of suggested items, their list prices and price codes, all boiled down to your potential profits. Keep in mind, the prices on this page are subject to change and will be updated monthly. The most up-to-date pricing will be in Presentation.

	Company Name	Price	Code	Qty	Total	Profit
<b>Pre-Event Awareness Mailing</b>						
Highlighter	Dri Mark Products Inc	\$1.22	r	500	\$610	\$244
Adhesive Notes	Fields Manufacturing	\$5.67	r	500	\$2,835	\$1,134
Press Kit	The Platform Group	\$24.00	r	500	\$12,000	\$6,000
<b>Carry-Alls</b>						
Messenger Bag	Bagworld	\$3.19	r	500	\$1,595	\$638
Cooler	Calibre International LLC	\$2.69	r	500	\$1,345	\$760
Shopping Bag	Prime Line Packaging	\$1.60	p	500	\$800	\$400
Grocery Tote	Kool Pak	\$1.59	r	250	\$398	\$159
<b>In The Bag</b>						
Organic Lip Balm	Eco Lips Inc	\$1.10	r	500	\$550	\$260
Notebooks	Drummond Printing Inc	\$4.97	q	500	\$2,485	\$1,095
USB Drive	Flash Direct	\$10.65	v	500	\$5,325	\$1,065
Biodegradable Bottle	Hurffmen Inc.	\$1.25	r	500	\$625	\$250
<b>Raffle</b>						
Duffel	Banaka Inc	\$11.15	r	1000	\$11,150	\$4,480
Digital Photo Frame	Lucas Industries	\$66.00	t	100	\$6,600	\$1,980
Jackets	Dri Duck Traders Inc	\$78.00	p	500	\$39,000	\$19,500
Tee Shirt	Anvil Knitwear Inc	\$27.80	p	500	\$13,900	\$6,950
<b>Total</b>					<b>\$91,268</b>	<b>\$49,551</b>

[Click here to Create a Presentation Using These 15 Products.](#)

**STEPS:**  
Seems like everyone is going green these days and your clients are no exception. To celebrate their eco-mindedness and let the community know about it, help your clients hosted eco-awareness events. Earth Day (April 22; [www.earthday.net](http://www.earthday.net)) would be the perfect time for such an affair, but any day is a good day to honor and respect our planet. Of course, they will need plenty of giveaways that are "eco-friendly", meaning they not only have eco-friendly material or don't emit harmful gases or chemicals, but also promote activities which keeps our Earth green. These giveaways will also attract attendance and raise awareness and that's where you come in.

**Pre-Awareness Mailing**  
First, find a unique item to send to 500 community members beforehand, alerting them to the place, date and time of the event. Biodegradable highlighters, or an eco-friendly memo pad, for example, clearly say "green," and you can invite the community to