

# Success Story

Printer estimates \$500,000 in Ad Specialty Sales

Lisa and Darwin Buehler of D & L ALLEGRA PRINT & IMAGING, Little Rock, AK were tired of saying ‘no.’

“Can you print my logo on a shirt? – ‘No.’”

“Can you get me awards for my top performing sales people? – ‘No.’”

“Can you help me find promotional products for a golf outing? – ‘No.’”

Frustrated with turning sales away from their loyal print customers, they decided to join ASI and tap into the \$19 billion ad specialties industry.

Now Lisa, Darwin and their Allegra Print and Imaging store (asi/173971) are saying ‘yes’ to client’s requests for promotional products **to the tune of \$500,000/ year!**

A classic example of the kinds of opportunities they have converted came during a recent sales call.

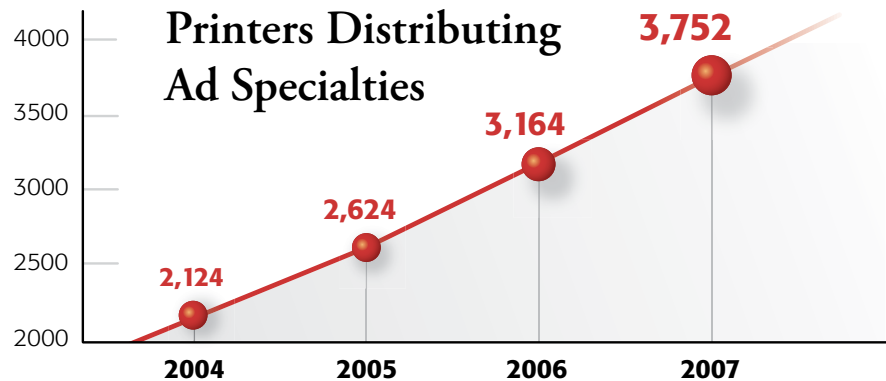
Lisa casually mentioned to the Director of Purchasing of a current print materials customer that they could also provide promotional products.

That casual mention soon became a golden opportunity as the company was looking to fulfill their annual employee appreciation gift.

In fact, the customer needed more than 4,000 polo shirts, had a number of exact specifications, and was getting bids from several companies.

Lisa knew that her bid would have to be professional, fast, and aggressive.

Fortunately, she and her husband had ASI on their side. “All the information we needed to carry out the order was easily accessed through ASI,” she said.



**Lisa earned \$70,000 on an order for 4,400 polo shirts.**

With a competitive edge over other distributors that included advanced features like profitability sorts, side by side product comparisons, and detailed supplier information, they got the sale.

“We had a tight delivery schedule, but worked with our supplier to make sure the in-hands date could be met.”

Lisa credits success stories like these to ASI’s services like ESP Online, the industry’s leading research and marketing tool.

“We believe that our achievements in the business are a direct result of ESP Online,” she said.

Lisa continued, “It saves us between 10 and 15 hours each week in research time and allows us to provide our customers with timely, professional presentations via e-mail in a streamlined PDF format.”

After fulfilling the order Lisa received even more good news from the customer.

“After the initial order was distributed they ordered an additional 400 shirts!”

In fact, by the time the order was completed, Lisa had made over \$70,000 for her store. Her fast delivery and personal care also helped to secure a customer for life.

Lisa could only sum it up one way, “Yes, it was a GREAT order from a terrific group of people!”

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