



## ESP Training

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ASI Technical Product Support offers multiple, free training options for ESP Web. In addition to step by step articles, the [ESP Web Video Library](#) contains both recorded webinars and short video tutorials.

What type of training would you like?

### Read Articles

For which application would you like to view training articles?

- [ESP Web](#)
- [ESP Websites](#)
- [Company Stores](#)
- [ESP Orders](#)
- [CRM](#)
- [Preferred Suppliers Admin](#)
- [ESP Admin](#)
- [ESP+](#)

### ESP Web Video Chapters

You can watch all the videos within a series by clicking on the playlist name or click on an individual title to view that chapter. We also offer an [Introduction to ESP](#) and an [ESP Web Feature Spotlight on Virtual Samples](#).

[Searching in ESP](#)

[ESP  
Presentations](#)

[Ordering a  
Product](#)

[CRM](#)

- [ESP Product Quick Search](#)
  - [Use the Advanced Search](#)
  - [Marking Products](#)
  - [Creating an ESP Presentation](#)
  - [Edit Product Information](#)
  - [Modifying the Pricing](#)
  - [Design](#)
  - [Settings & Comments](#)
  - [Sending and Sharing](#)
  - [Configuring a Product for Order](#)
  - [Filling in the Order Form](#)
  - [The Configuration Tab](#)
  - [The Decoration Tab](#)
  - [The Instructions Tab](#)
  - [The Shipping Tab](#)
  - [The Sales Tax Tab](#)
  - [Previewing and Sending](#)
  - [Closing an Order](#)
  - [Add a Company](#)
  - [Add a Contact](#)
  - [Importing Customer Information](#)
  - [Tasks and Appointments](#)
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## **ESP Web Recorded Webinars**

### **ESP Web - Getting Started**

In this webinar, you will learn how to navigate the ESP Web homepage, how to search for products, and how to manage the results.

**Note:** To view the webinar in full screen, begin playing the video, click on the YouTube button and then click on the Full Screen option.

### **ESP Web - Presentations**

In this webinar, you will learn how to create, edit, save, and send a presentation in ESP Web.

**Note:** To view the webinar in full screen, begin playing the video, click on the YouTube button and then click on the Full Screen option.

### **ESP Websites - Basics**

This webinar is presented in four sections: Brand it, Own it, Retail it, and Use it. You will learn how to personalize your site, set display options, and review the eCommerce capabilities. Lastly, there will be a demonstration of how your customer will play an order on your site.

**Note:** To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

### **ESP Websites - Advanced**

In this webinar, you will learn how to focus your ESP Website using products, create and apply site navigation, and sync your site with Google Analytics.

**Note:** To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

### **ESP Websites - Company Stores**

A company store is a website that we, as the distributor, host for a customer or end user. This webinar will focus on understanding, configuring, and using company stores.

**Note:** To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

### **Custom Products**

Custom Products are products that you can personalize for use on your ESP Website and/or Company Store. In this webinar, you will learn how to customize an existing product, how to create a completely custom product from a blank template and how to use custom products in product collections.

**Note:** To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

### **Banners**

This webinar demonstrates how to update the banner images on an ESP Website, using graphics provided by ASI, as well as how to upload your own custom images. Please note that the information covered in this session will not apply to custom sites. If you would like to check whether your site is custom, please contact the ASI Technical Product Support department.

### **ESP Orders**

This webinar will demonstrate how create, edit, and send orders within ESP.

**Note:** To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

### **CRM**

Learn how to use the CRM! This webinar focuses solely on the features and functions within the CRM, such as creating companies and contacts, importing data, as well as how to work with tasks and appointments.

**Note:** To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

### **Email Marketing**

This webinar demonstrates how to create a recipient list, customize templates, and send email marketing campaigns.

**Note:** To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

### **Preferred Suppliers Admin**

This webinar demonstrates how to create, customize, and apply a list of favorite suppliers in ESP Web and on ESP Websites.

**Note:** To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

### **ESP Admin**

Learn about the administrative controls within ESP.