Account Manager



SEPTEMBER 2022

Overview

Welcome to the exciting world of promotional advertising!

Everywhere you look or go you will see something printed with a logo, whether it be a full color business card or a coffee mug branded with a company logo.

Promogator was created to help those brands promote themselves more effectively with promotional products.

We make it easy for companies to promote their business.



This general overview will guide you the essentials of becoming a promogator account manager.

Our Industry

Promo Industry Sales Revenue



Annual Sales in Billions

With the exception of the pandemic our industry has seen a steady 4-5 growth every year.

2021 saw a 12% growth year.

The promo industry is a \$23.2 billion dollar a year industry which comes to show you that almost every small business buys promotional products!



Fun Fact: The first promotional item in US history was a commemorative button made for George Washington in the election of 1789. Due to the success of his campaign, promotional items like almanacs, calendars, rules, and wood specialties slowly became available.

Promotional Facts



8 in 10 people like receiving promotional products.



96% of consumers want to know ahead of time when companies offer promotional products.



Virtually everyone who receives promotional products will keep at least one



Almost 9 out of 10 people can recall the company that gave them branded promotional products.



The top five industries purchasing promo products are the business services, education, healthcare, manufacturing, and financial industries.



79% of people pass along promotional products that are no longer valuable to them by regifting, selling, or donating the items. That means they end up in even more hands!



The top 5 promotional products categories in 2019 were wearables, drinkware, travel items, technology, and writing.



When given branded promotional products by their employer, 59% of employees have a more favorable impression of their workplace.



Advertisers love promotional products, too. 70% of ad agencies consider promotional products to be effective or highly effective!



More than 60% of people who receive promotional products will look the brands up online later.

How Customers Place Orders

When it comes to ordering, we have created the most advanced online tools that will help with the buying experience. We understand your marketing projects can be sometimes rushed so we have made the ordering very simple.

Here are just a few ways we accept orders:



Getting Started

With the exponential growth occurring with our company we have opened the doors for new account managers to help with servicing clients nationwide. Promogator prides itself for being the go to choice for large and small business owners nationwide. Brands trust our organization to help with trade shows, marketing campaigns, in-store promotions and activations on local and national levels.



Promogator has created a state of the art platform that helps business owners purchase & decorate over 6000+ items with thier company logo and message.

Becoming an account manager will allow you to serve local business owners & help them with their marketing efforts.

Account Manager Portal

To access the promogator account manager portal visit: https://www.promogator.com/admin

Once you have completed the interview process and accepted as an Account Manager you were given a USERNAME & PASSWORD.



This will be needed to get started and enter the portal.

Inside the portal you can:

Add users, Create Estimates, Place orders Create Commission Reports & Much more.

Check your on-boarding email for your official credentials for Promogator Account Manager Portal.

Account Manager Dashboard

Once you are logged into the portal you will see your current monthly overview as a promogator account manager.

promogator 🍘 adm shan 😥 Welcome Home Shan Dobaria! Comission Balance \$3,421.37 Shawn Dobaria n Dobaria Business Lead Account Manager nogato Your current account balance is what you have available to spend Managa Orders XXXX XXXX XXXX 9623 Direct Line: 714-228-2123 EXPIRES cw from your comission payouts. You Email: shan@woodyz.com 😑 Ouick Buy Order can request a check at anytime. 4/26 XXXX VISA Estimates Manage February sales total \$12,291.17 What would you like to do? February Leaderboard **Reports overview Gross Monthly Sales** Ignacio Bernal \$18,221.09 All time 🗸 🖀 Jan 1, 2018-Jan 5 Diego Granados \$14,232.12 Shan Dobaria \$12,291.17 Gross volum \$1.67M **New Clients Added** Shan Dobaria 17 Diego Granados 11 Ignacio Bernal 4 Jan 2018 lan 2022 **New Estimates Created** Your Monthly Overview Let's Get You Paid! Shan Dobaria 14 Diego Granados 11 You have added 17 new clients You have 4 unpaid orders Ignacio Bernal 9 You created 5 new estimates You have 6 comission reports You created 12 new orders **Account Details** Date Description Card Holder **Rewards Card** Amount July 20 Invoice 13201 2% CashBack Gator Inc. ++++ 9523 +\$ 21.04 USD May 21 Admin Added Reward Gator Inc. ---- 9623 +\$ 0.01 USD **Pending Details** Date Description Card Holder **Rewards** Card Amount +\$ 35.96 USD January 10 Invoice 13325 2% CashBack Gator Inc. ++++ 9623 November 03 +\$ 0.24 USD Invoice 13065 2% CashBack ---- 9623 Gator Inc.

You can Create Estaimtes, Add Clients & Even write up orders all from your Promogator Account Manager Portal.

Adding Clients

Creating a new account for a client is an essential step for getting credit for your orders. It's important to know that as an account manager you will need to give service to your clients so you can get paid for the order. Once your client is in your database you will get comission on re-orders for the life of account. You will also get credit for online orders your client places.

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promogator	=	July 21, 2022 16:49:28	🧐 ə 👹
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AIN NAVIGATION (Add User
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MAIN NAVIDATION						It's important to provide
📥 Manage User		(')Fields are Mandatory Account Manager*	shan			accurate details for clients
👹 Business Leads		User type*	Buyer			account.
🗮 Manage Orders			NORMAN AMERICAN			
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局 New Estimate		Email*	abctireshcp@gmail.com			& payments.
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		Country	United States			number and email address
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		Verification Status*	Active			•
		Cancel		Submit		

Creating Estimates

Creating estiamtes are part of the daily tasks as an account manager.

When you begin to start to prospect for new clients, you will be asked to produce official estimates before starting a job. When you create an estiamte inside promogator your client will have access to the report and price information via the esitmates portal. Once they make a payment and approve you will be notified of the new order and be awarded your comission.



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Estimate Details

Creating an accurate estimate will give your client confidence before placing an order. It's important that you don't leave out any details. Estimates when written up correctly will close and become orders over 70% of the time. It's important you get every detail possible for your order.

mportant Estimates d become rtant you	Imprint Method:*	Custo	om Screen Printing	~
	Quantity:*	100		
	Size Of Imprint:*	12"		
	Number Of Colors:*	4		
	Attachments(Optional):	Choos	e Files No file chosen	
-	Shipping Instructions:*	will ca		
	Please let us know more about the product in detail for a more accurate quote:*	will ca	1	
hey will	Due date:*	07/29/2	022	8
ent pays	Quote Price *	\$	995	
t on our	Setup Fee	\$	0	
	Shipping Fee	\$	0	
ated by	Sales Tax	\$	0.00	
	Total	\$	995.00	
ient an 'Submit	Notes *		ustam <u>tshirts</u> with logo full color front \$9.95 price etup / free shipping	

Submit Estimate

And upload any documents for order, they will transfer over to the order when your client pays automatically.

This helps our designers get a head start on our Online proofing system.

All pricing and due dates must be negotiated by an Account Executive.

When you are ready to send your client an estimate fill out all the fields and click "Submit Estiamte" and our system will:

1. Email Client

Add the QTY

Size of Imprint

Number of Colors

- 2. Add Estimte to portal
- 3. Remind Client to approve order

Managing Your Estimates

Inside the portal at anytime you can click on "Estimates Manager" to view all the pending estimates you have in the system. This helps keep your orders organized and also allows you to follow up with clients to move forward with orders.



An estimate can be edited at any time by clicking on "edit estimate icon" inside the Estimate Manager section of the portal. This will allow you to change QTY and update the price if the design changes.



Customer Experience

LOGIN

promogator

promote your business.

Hello **ABC TIRES**, Thank you for your patience our team has been working hard on getting you the best price for your Estimate #2919 to proceed with order please login and click accept Estimate/PO. If you have any questions feel to call **877.737.819**1



As soon as your estimate is sent out via our portal an automated email is sent out to the client with the details for the estimate along with a PDF Attachment of the estimate for their records

When your customer logs into the portal with their credentials they will be able to see the order make a payment and proceed with the order process.

Accept Estimate/PO

In Hands Date

07/29/2022

Estimate #2919

Notes: 100 shirts customer shirt 9.95 a piece printed special price No Setup Charge

Total Price \$1082.06

promogator

promog	ator		ES	TIMATE	#2919
~				PO#	100 Shirts
Billing Address : ABC-Tres, 1103 5 KAREN AVE, SANTA ANA, California, US-92704-2031 7144448888	Shipping Addr ABC-Tires. 1103 5 KAREN AVI SANTA ANA, California, US-92704-2031 7144448888 +1 7144448888		Sal	oto Price es Tax tup Fee pping Fee	07/21/2022 \$995.00 \$87.06 \$0.00 \$1082.06 ())> ())>
	Project Name / PO		100 Shirts		
	Name	463	ABC TIRES		
	Imprint Method	10	Custom Scre	een Printing	
	Quantity		100		
100	Size Of Imprint	1	12.		
	Number Of Colors	18	full color		
	User Shipping	13	P Local 3	Pickup	
	User Experience	13	Yes		
	Buyer notes	1.5	will call		
	Admin notes		100 shirts customer shirt 9.95 a piece printed special price No Setup Charge		
	Your order is sched to complete	luled	07-29-2022		
	Qty	Unit P	rice	Sub 1	lotal
	100	\$995	00	\$995	5.00
	Setup	fee		\$0.	00
	Flat rate s	shipping		\$0.	00
	Sales	Tax		\$87	.06
	Tot	al		\$ 108	2.06

Creating An Order

When a customer is ready to order, they can order Online or the easiest way is to create a **Quick Buy Order** for them. You can create an order easily inside the portal by clicking on the "Quick Buy Order" button on the left it will take you to this page.

promogator	=	July 21, 2022 18:13:20	
shan = Onine	QUICK BUY ORDER		
	Account Manager.	shon	
Manage User	Your Nama:*	Select Your Name	*
Business Leads	Desginer."		
Manage Orders	Acciliants.	Selected Designer	*
Ouick Buy Order	Email address:*	Enter small	
Estimates Manager	Shipping address:*	Add Address	
New Estimate) Reports		Click here if exectly same as the shipping address.	
	Billing podress.*	Add Address	
	Ship From :"	Select Ship From	¥
	Shipping Details:	Pitese Solect Shipping Method	
		🔊 🗋 Gelect this box to allow your customer to pick up order at your location fer no additional cost 50.00.	
		Select this bac to indicate on invoice that this is a promogator house account holder	
		Select this box to indicate merchant that this is an urgent order.	
		Select this bac to indicate customer will be perviding products to print	
	PO/Reference:	PO Reference	
	Estimated Date :*	Enter Estimated Date	
	Total amount : \$0.00 Total tax : \$0.00 Total tax : \$0.00 Total shipping : \$0.00 Total shipping : \$0.00 Credit Cord Check Crash Terms PegPal		
	Payment Method		
	Saved Card		
	New Card		
		🕑 Salarit	

We created an easy to use Online invoicing system that instantly sends customer the order and instructions how to proceed with artwork and payment.

Starting a Quick Buy Order

Account Manager:	shan	
Your Name:*	ABC TIRES	*
Desginer:*	luz	y
Email address."	abctares123@gmail.com	
Shipping address:*	John Smith 1103 S KAREN AVE, SANTA ANA, California, United States - 92704-2031 Work number - 714444888 Mcbie number - 714444888	Change
	Click here if exactly same as the shipping address.	
Billing address:*	ABC-Tires John Smith 1103 S KAREN AVE, SANTA ANA, California, United States - 92704-2031 Work number -714444888	Change
Ship From t*	PROMOGATOR - 13851 A BETTER WAY STE 110	×
Shipping Details:*	K ⁰ Customer will pickup order from our office when complete	•
	Select this box to indicate on invoice that this is a promogator house account holder	
	🔏 🔲 Select this box to indicate merchant that this is an urgent order	
	Select this box to indicate customer will be providing products to print	
PO/Reference:	23222	

Your first step will be to find your customer that you have added in the search bar. Search for the client you have added in the system and **add bill to / shipping address.** You will only have to do this once as it will save for future orders. Fill out shipping details and if needed add a **PO/Reference #** to the order.

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Entering Customer Details

Once you have added the clients address you can select the options for shipping. Your client may pick up from an authorized promogator location or you can charge them for shipping. It's important you list the agreed in-hands date for every order. Your final step will be to list the items and prices by searching for the item# inside the search bar. Insert your price in the QTY section followed by any setups and rate agreed upon. It's important for your first order to consult a promogator executive to discuss pricing before submitting. Once you are all done you can add a note and continue to payment next step.

P0.Reference:	23222												
Estimated Date (*	07/28/202	12						a					
пем	QTY	RATE	SETUP FEE	SHIPPING	TAX	AMOUNT	NOTES						
22 cc	2000	.49	0.00	0.00	85.75	1065.75	color logo rush service individe						
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It's important you double check your order or estimate with a Promogator Executive before processing.

Want to get PAID?

This business is very simple and rewarding if you can execute the following steps. Keep this checklist in-mind when you are prospecting or opening up new accounts & always remember that the business runs off clients, take care of your clients and they will always take care of you. If you can meet these requirements you will get PAID generously.



Price: Always ask your client what the final budget is for the project. Keep in mind setup, shipping & product price.

Assets: Does your client have the proper artwork files? Adobe illustrator or EPS is prefered but always make sure they do!

Inventory: Do we have it in stock? Does the vendor have the products to produce this order?

Due Date: What is the in-hands date? Where is the event? Can we hit the deadline including shipping transit times?

Price - Keeping clients on budget

Getting **PAID**, will require you to understand how small business work here in America, it is the driving force of the economy. At the present time promogator manages **5,000**+ clients nationwide **75%** of them being small business owners.



When you are looking for new clients always keep the customer's wallet in mind. **Keeping the client on budget is the important first steps on getting paid.** Price is the driving factor of a small business owner when making important decisions, remember a business owner does not get paid per hour and every dollar counts. When considering making a deal with a new client always start off with the question "What is your budget?". Figure out how much your customer would like to spend for their upcoming event or promotion.

Assets - Logo artwork files

Every step in the getting **PAID** process must be fulfilled to reach the ultimate goal which is client satisfaction. The promogator platform was built with the user in mind, we provide the best experience on the market for companies looking to promote themselves. Our portal has state of the tools and resources which make it easy for everyone to use.



securely via our Real Time Status portal. A proof will follow before mass production.

In order to start and complete an order your client must have the proper artwork files. Adobe **Illustrator AI or EPS format** is recommended for the highest possible results in the printing process. The advantage of working with promogator is our in-hands artwork department. In the event that your client does not have the artwork we will provide services to help get the orders going into production. A proof is sent for every order and once signed off you are one step closer to getting paid.

Inventory - Is it in stock?

The pandemic has created challenges nationwide, stock levels on products have hit an all time low. One of the most challenging parts of getting **PAID** is making sure the items your client needs are in stock. Not to worry, the promogator platform has over 5,000+ products in our west coast distribution centers and expanding across all 50 states. We also have access to over 200k + products via our partners nationwide.



It is important when selling custom branded marketing products to check stock levels of the item. Do not give any pricing without checking if the item is on stock.



Every item in our platform has real time inventory but always confirm with an account executive before making the final sale. If items are not in stock try to suggest a different color or product.

Due Date - When do they need it?

Your client has agreed on the price. They have a proper logo file for the project & you double checked with the warehouse, great news the products are in stock! Now comes the most important part of getting **PAID**.

When do they need it by? That is the magic question that makes or breaks the deal. Believe it or not more than 57% of all orders are rush orders in our industry. People love receiving promotional items but they wait till the last minute to order!

FedEx.

台

Inside the marketplace you will see the delivery date for each item. Our platform calculates production time + courier transit times instantly.

> Our portal syncs up with Fedex & UPS API to provide accurate transit times to insure your client will always receive the products on time for every event! Plan ahead to make sure that you can make your clients happy for years to come.



Get it as soon as Fri, Aug 5th



31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Requested Due Date

In the event that the in-hands date is too close to the event date you can always set the requested due date sooner so our production staff can give the order priority. Rush charges will apply to orders outside the normal turn around time. **Once you deliver you get paid!**

Comission Reports Overview

Now that you have learned how to setup an account, process an estimate and create a quick buy order here comes the fun part!

Processing your commission report will be the final step to getting paid for a promogator order as an account manager.

We have made the process of generating your commission report a breeze so you can focus on selling. Your assigned production manager and promogator admin staff are also involved in the process to help you have a smooth after sales process.

The purpose of processing a commission report is to figure out how much money is made on each order so you can be paid your proper commission. Our platform is 100% transparent and easy to operate for the account manager.



Processing Comission Reports

As you are already aware that part of the job of an account manager is to fullfill the four main steps in the getting paid process. Doing so along the way will create a satisfied customer and in turn make you money!

Just like any business there will be cost associated with creating an order. As a promogator Account Manager you will be paid on the gross profit of the order. The profit of each order is determined by a simple formula which we have automated in the promogator platform.

TOTAL SALES OF ITEMS - EXPENSES OF ORDER = GROSS PROFIT

As Promogator Account Manager you are paid on the Gross Profit. Every order should be sold above your cost to product, it's important that before placing order you consult with your production manager total cost of each order. Every order will have setup cost, shipping cost, product unit cost and additional run changes. Orders that have multiple products will have multiple vendors for the products.



Inside of the Manage Orders section of the site you will see the following icons. It is important that you get familliar with the following icons which will come in handy as you continue to grow your book of business as a promogator account manager.

Order Quicklink Downloads

We have created a quicklink download option for every order which can prepare and download order documents in a PDF format. Each link serves its own purpose.

)0 100.00 USD 2022-08-05	00:00:00 2022-08-05 16:11:49 💿 🛃 🕘
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Use the eye icon to navigate to the **Order Details Page** of your specified order#. Here you can start to work on your comission report for each order.



Our printing icon will generate the **Official Promogator Internal Job Ticket** for the order. This label is used for boxes and keeping orders organized in our company, it also has imporant order details for each job.







Click on this icon if you would like for our system to generate the latest copy of the *Official Promogator Invoice*.

All order updates are shown in this new file.





When you click and download the last option from our quicklinks icon it will genearte an **Address Label** which can be easily applied to promogator letters when you send your clients a thank you card.



Inside Order Details Page

All the information for the order can be found in the order detail page. All orders that have been assigned to you or placed by you will live in the account manager orders page. You can at any time see your previous orders placed. The order detail page will show you the following details for each order:



All orders are given a unique promogator order # which is used for the whole process.

Calculating Expenses for Report

In this section of the order details page is where you will list all the expenses for each order. Its important you fill this section out correctly as a promogator accounting team member will be revewing your commission report before issing payment. Our system automatically calculates the job total for each order. Your job is to upload and write out notes for the expenses occured for each order.

	Merchant Name promogator			Sold by :promogator Status : Pending
	Store Name			Cancel Item Artwork Image
	PromoGator			Artwork image
	Product Name Custom Pad Printing			
	Unit Price \$1.25			
	Quantity			
	300			
	Imprint-Color			向於 [1]
	Selected Imprint Colors			had to care the
	Selected imprint Colors			
Total	\$ 375.00	Comission Manager	Account Manager:	wkhalifa 🏾 🇶
Sub Total	\$400.00	Invoice Total: 400	Cost of Se	rvice: 200
Total Setup Fee	\$25.00	Gross Profit: \$200.00	Comission: 40%	Sales Rep Pay: <mark>\$80.0</mark>
Total Addtional Run Charges	\$0.00	Order Notes: Please list all the	expenses accured for order & upla	ad any supporting docs
Total Shipping Fee	\$0.60		asses by client. Total cost was give Setup \$25.00 totaling \$200.00	n by DIEGO production manag
Service Fee	\$0.00	Total cost is \$200.00 for this or	der.	
Sales Tax	\$0.00			
Total Due Amount	\$0.00			
Platform Fee	\$0.00			Process Comission F
		L		
		hat were occured fro		
internal pri	cing provided by pr	oduction manager. C	Dur system will cale	culate Invoice

Uploading supporiting documents will allow our accounting department to view and verify each comission report. If you have processed the report succesfully you will be notified that the comission report has been processed and paid out.

Managing Your Payments

Once we review your report and everything is in order, we will process your comission instantly. Your comission payment will be loaded onto your promogator visa card instantly! As soon as you recieve an SMS and email notifation your balance will refelct live from your dashboard and you can start using your comisison balance immediately. At any time you can check the status of your reports from your promogator account manager dashbaord.

ccount Details				
Date	Description	Card Holder	Rewards Card	Amount
August 10	Invoice 14205 10% CashBack	Wessam Khalifa	•••• 9693	+\$ 2.40 US
luly 17	ENRICH APPAREL COMPANY	Wessam Khalifa	···· 9693	-\$ 200.00 USI
uly 16	Admin Added Reward	Wessam Khalifa	•••• 9693	+\$ 200.00 USE
July 01	Admin Added Reward	Wessam Khalifa	**** 9693	+\$ 5.00 USD

The home page of your dashboard will show you the details of your card along with balance avaliable to use. It will also show you where you have spent your hard earned money under the account details section of the portal.

me Wessam Khalifa! Wessam Khalifa Account Manager Direct Line: 949-423-5541 Email: sam@promogator.com		-		Wessam Khalifa promogator	Commission Balance \$2,141.57 Your current account balance is what you have available to spend from your commission payouts. You can request a	
	XXXX XXXX X	XXX 9693			check at anytime.	
	EXPIRES 6/26	CVV XXX	VISA		Request A Check	

At any time you may request a check using the request check feature on the site.

Want to get paid via check? Requesting a check will take 5-7 working days to process and you will receive a promogator check in the mail and your comission balance will go back down to \$0.01 once your check is cashed. Clicking the request a check feature will instantly notify our accounting department that you are looking to cash out your comisison balance in a check.

Welcome to our family. We are excited to have you on our team!



Welcome to promogator