



## Certification Transcript

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### BASI Core Requirements

<u>Points Earned</u>	<u>Session Title</u>	<u>Type of Education</u>	<u>Date Completed</u>
1	ND01: Nailing Down the Basics	Online Learning Center Courses	1/15/2011
1	<i>New Distributor: Ad Specialty Sales 101: Building a Foundation for Success</i>	ASI Orlando 2011	1/23/2011
1	<i>New Distributor: Powerful Sales Strategies to Build Your Customer Base</i>	ASI Orlando 2011	1/23/2011
1	<i>New Distributor: Low-Cost, High-Impact Marketing Secrets to Ramp Up Your Biz</i>	ASI Orlando 2011	1/23/2011
1.5	<i>New Distributor Networking Lunch: 10 Top-Selling Promo Campaigns</i>	ASI Orlando 2011	1/23/2011
1	<i>New Distributor: How to Build Profitable Client Relationships</i>	ASI Orlando 2011	1/23/2011
1	<i>New Distributor: Niche to be Rich: Money-Making Sectors to Target Today</i>	ASI Orlando 2011	1/23/2011
1	<i>New Distributor: The Confident Distributor: How to Present Yourself as a True Promotional Expert</i>	ASI Orlando 2011	1/23/2011
1	<i>Sales: Get 20% More Sales From Existing Clients</i>	ASI Orlando 2011	1/24/2011
1	<i>Marketing: Become a Lead-Generating Machine: Unexpected Ways to Get New Clients</i>	ASI Orlando 2011	1/24/2011
1	<i>Business-Building Strategies: Today's Buyers: How to Find Them, Market and Sell to Them</i>	ASI Orlando 2011	1/24/2011
1.5	<i>Keynote: Michael J. Fox Keynote: Always Looking Up: The Adventures of an Incurable Optimist</i>	ASI Orlando 2011	1/25/2011
1	ND02: Marketing Your New Business	Online Learning Center Courses	1/30/2011
1	ND03: Steps to Selling Success	Online Learning Center Courses	2/6/2011
1	ND04: Creative Case Studies	Online Learning Center Courses	2/6/2011
1	<i>Supplier Clinics: Secrets to Becoming a Preferred Supplier</i>	ASI Dallas 2011	2/16/2011
1	<i>Supplier Clinics: The Ad Doctor: A One-on-One Review of Your Online and Print Ads</i>	ASI Dallas 2011	2/16/2011
1	<i>Hot Niche Markets: Cash in on the Billion-Dollar Health-Care Market</i>	ASI Dallas 2011	2/16/2011
1	<i>Welcome to Dallas Networking Reception</i>	ASI Dallas 2011	2/16/2011
1	ND05: Avoid First-Year Pitfalls	Online Learning Center Courses	2/27/2011
1	ND06: Managing Your Business	Online Learning Center Courses	3/5/2011
1	ND07: Wearables Crash Course	Online Learning Center Courses	3/14/2011
1	ND08: Write Your Business Plan	Online Learning Center Courses	3/15/2011
1	ND09: Building Client Relationships	Online Learning Center Courses	3/20/2011

**25 Total Points for Core Requirements**

### BASI Elective Courses

<u>Points Earned</u>	<u>Session Title</u>	<u>Type of Education</u>	<u>Date Completed</u>
15	2010 ASI Power Summit	ASI Summits	11/7/2010
2	ASI Show Advisory Board Member	Industry Involvement	2011
1	<i>Marketing: How ASI Videos Can Help Boost Your Business</i>	ASI Education Webinars	1/6/2011
0.5	<i>Sales: Tip of the Week compilation</i>	ASI Video Series	1/6/2011
1	<i>Supplier Clinics: Supplier Distributor Relations, Optimizing The Relationship For Greater Profitability</i>	PPAI Expo	1/10/2011
1.5	<i>Business-Building Strategies: Legislative Watch</i>	PPAI Expo	1/11/2011
0.5	<i>Business-Building Strategies: Ways to Get Clients to Pay Bills</i>	ASI Radio Show	1/12/2011
0.5	<i>Marketing: Expert Advice on Using New Marketing Techniques</i>	ASI Radio Show	1/20/2011
1.5	<i>Keynote: Supplier Secrets Keynote: Drive Sales with New Products</i>	ASI Orlando 2011	1/24/2011
0.5	<i>Business-Building Strategies: Wow-Worthy Trade Show Traffic Builders!</i>	ASI Radio Show	1/29/2011
0.5	<i>Wearables University: Boost Apparel Sales: Tips From the Pros</i>	ASI Video Series	2/3/2011
1	NS01: ESP Online Tutorial: Get Your Products in ESP Today	Online Learning Center Courses	2/6/2011
1	<i>Sales: Power Prospecting: How to Turn the Tables on Rejection</i>	ASI Dallas 2011	2/16/2011
1	<i>Sales: Sign Here: Perfect Your Closing Skills</i>	ASI Dallas 2011	2/16/2011
1	<i>Sales: Get 20% More Sales From Existing Clients</i>	ASI Dallas 2011	2/16/2011
1	<i>Marketing: Social Networking Smarts: 5 Success Stories You Can Copy</i>	ASI Dallas 2011	2/16/2011
1	<i>Marketing: Real-Life Self-Promos That Generated Sales</i>	ASI Dallas 2011	2/16/2011
1	NS02: Improve Your Rankings and Product Exposure in ESP Online	Online Learning Center Courses	2/28/2011
1	NS03: Build Profitable Client Relationships	Online Learning Center Courses	3/1/2011
1	NS04: Crash Course: Overseas Product Sourcing & Product Safety	Online Learning Center Courses	3/6/2011
1	<i>Supplier Clinics: Create an Effective Self-Promo</i>	ASI Education Webinars	3/7/2011
1	<i>Supplier Clinics: Design a Catalog That Will Boost Your Business</i>	ASI Education Webinars	3/12/2011
1	<i>Supplier Clinics: How to Follow Up on Trade Show Leads to Get the Sale</i>	ASI Education Webinars	3/16/2011
1	<i>Sales: Learn to Really Listen: Clues to Make the Sale</i>	ASI Education Webinars	4/12/2011
0.5	<i>Hot Niche Markets: The Joe Show niche product compilation</i>	ASI Video Series	4/12/2011
0.5	<i>Wearables University: Monthly Trend compilation</i>	ASI Video Series	4/12/2011
1	<i>Sales: Surefire Negotiation Strategies for Any Situation</i>	ASI Education Webinars	4/13/2011
1	<i>Supplier Clinics: Learn Secrets of Wildly Successful Suppliers</i>	ASI Education Webinars	4/30/2011
2	Participated in industry research and panels	Industry Involvement	May 2011
1	<i>Supplier Clinics: Secrets to Maximize Your Exposure in ESP</i>	ASI Education Webinars	5/6/2011
1.5	<i>Sales: Top Money-Making Strategies for Selling Branded Products</i>	Promotions East	6/6/2011
2	<i>Business-Building Strategies: Supplier Roundtable and Social - Don't Be Up A Tree</i>	Promotions East	6/6/2011
3	2010 ASI Million-Dollar Sales Summit	ASI Summits	7/24/2011

**50 Total Points for Elective Credits**

**75 Total Points toward BASI Certification**