



ID IMAGES
LABELS REIMAGINED

2024 Label Training Program

Selling Labels With



Our comprehensive label training program is designed to empower your reps to grow existing accounts and win new business.

We do this by creating customized training and marketing material that reflects your brand standards and needs.



Overview

1. Internal Training
2. Client-Facing Marketing Material
3. 2024 Calendar
4. Sustainable Label Solutions
5. Measurement & Driving Results

Internal Label Training

Our internal training components have been created to be engaging and easily consumable for busy sales reps on the go.

- Lunch & Learns
- Podcast training episodes (5-10 minute shorts)
- Webinars
- Newsletters
- Incentive program

Client-Facing Marketing Material

Our client-facing marketing material is created according to your brand standards to support your marketing team while giving your reps more ways to engage with potential clients.

- Long form articles (written by IDI and posted by your team to your blog or LinkedIn)
- Branded 1-pagers
- Branded infographics

2024 Calendar

Q1

Focus: Warehouse

	Month 1	Month 2	Month 3
Webinar	Intro To IDI	Warehouse Label Solutions	Sustainable Warehouse Solutions
Lunch & Learns	Labels 101	Selling Warehouse Labels	Selling Sustainability
Podcasts	<ol style="list-style-type: none">How To Spot Label OpportunitiesLabel LingoWho You Want To Talk To	<ol style="list-style-type: none">Top 5 Warehouse Label TermsTip To Grow Your Label Orders	<ol style="list-style-type: none">Sustainability In WarehouseThe Most Impactful Way To Sell Sustainability
Newsletters	<ol style="list-style-type: none">Intro to IDI & reminder about where to find marketing collateral, upcoming webinar scheduleWebinar 1 follow up. Intro to warehouse labels	<ol style="list-style-type: none">Warehouse labels, Podbean linkWarehouse label innovations	<ol style="list-style-type: none">How to identify warehouse label opportunitiesSustainable warehouse labels
Marketing Material	<ol style="list-style-type: none">Warehouse solutions 1-pagerWarehouse infographicArticle - 3 Warehouse Label Innovations To Increase EfficiencyArticle - Supply Chain Labels	<ol style="list-style-type: none">Article - linerless labelsArticle - VI labels	<ol style="list-style-type: none">Article - RFID labelsArticle - Direct thermal v. thermal transfer labels

Sustainable Label Solutions

1. Relaunch of liner recycling program
2. Linerless labels
3. Podcast episodes and LinkedIn content on selling sustainability.

Sustainable Label Solutions



**SUSTAINABILITY x
VERSATILITY**

FOREST FILM

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MATERIAL: FOREST FILM
FINISH: MATTE LAMINATE
WORKS WITH: Embellishments & peel-back labels

Scan for more details on Forest Film & label examples.



**SUSTAINABILITY x
VERSATILITY**

OCEAN ACTION

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MATERIAL: OCEAN ACTION
FINISH: MATTE LAMINATE
WORKS WITH: Embellishments & peel-back labels

Scan for more details on Ocean Action & label examples.



**SUSTAINABILITY
CAN LOOK
THIS GOOD.**

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MATERIAL: ENVI PCW
FINISH: MATTE UV COATING
MADE OF 100% POST-CONSUMER WASTE.

Scan for more details on Envi PCW & label examples.



Measurement & Driving Results

1. **How do we track the performance of our distributor program?**
2. **What are the most relevant KPIs?**
3. **How do we reward your team for increased sales?**

2-Step Program Implementation

1. In-Person Kickoff & Training

- Members of the IDI marketing and sales teams will attend to deliver in-person or virtual program overview and training

2. Virtual Kickoff & Training

- IDI sales reps will deliver in-person or virtual training to regional management and sales teams



Questions?