



An Intro to Promo Stores


Company Stores & Simple Stores

WEBINAR | THURSDAY, JANUARY 25TH

Your Presenters



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Why BrightStores?

We Know Company Stores

Our expert staff is on hand to assist you every step of the way to sell, launch, and support your store.

We Know Promotional Products

Our solutions are built specifically for Promotional Product Distributors with features unique to this industry.

 **We are Experts!** *Over the last 15 years, we've designed, built, and hosted over 8,000 Company Stores for the world's most recognized brands.*



An Intro to Promo Stores *Company Stores & Simple Stores*



Company Stores & Simple Stores Overview



Qualifying Your Clients for the Right Store



There's a Solution for Everyone!



Tips for a Successful Store Launch



We're Here to Help! Distributor Sales Tools



What's Next?



Bright Sites Company Stores

Basic & Advanced Store Levels

-  Clean and Professional Storefronts
-  Unlimited Category & Product Options
-  Logo Management & Product Personalization
-  Intuitive Shopping Cart & Checkout
-  Flexible & Advanced Payment Methods
-  Store Management & Reporting
-  Scalable & Robust Solution
-  Company Store Program Management



Simple Stores

Perfect for your clients who do not need the bells & whistles.

Single Page Online Stores

 No homepage, category page, or product page.

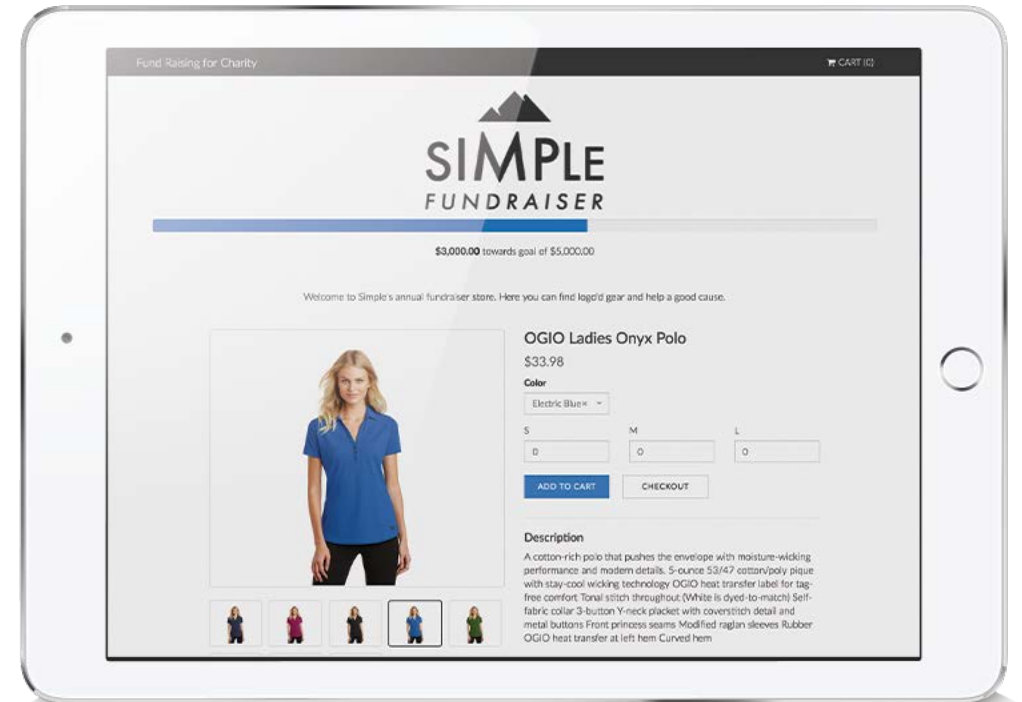
 All products are listed on one page.

 Keep the products at a limit, remember users will have to scroll!

 Mobile Friendly / Responsive Design

 Quick Set-Up & Launch – limited feature list to keep setup easy!

 Perfect for Temporary or Seasonal Stores










Qualifying Your Clients

Is a Company Store or Simple Store best?

Flexible, Scalable, Feature Rich
1-800-466-5930 | www.BrightStores.com

Who, What, How's, and Why?

-  What is the purpose of the store?
-  Who will be shopping in the store?
-  How long will the store be up?
-  How many products will be in the store?
-  How often will users place orders?



What's the magic “spend” formula?

There isn't one! Company Stores and Simple Stores can be a good fit for small businesses and schools to large corporations and everything in between.















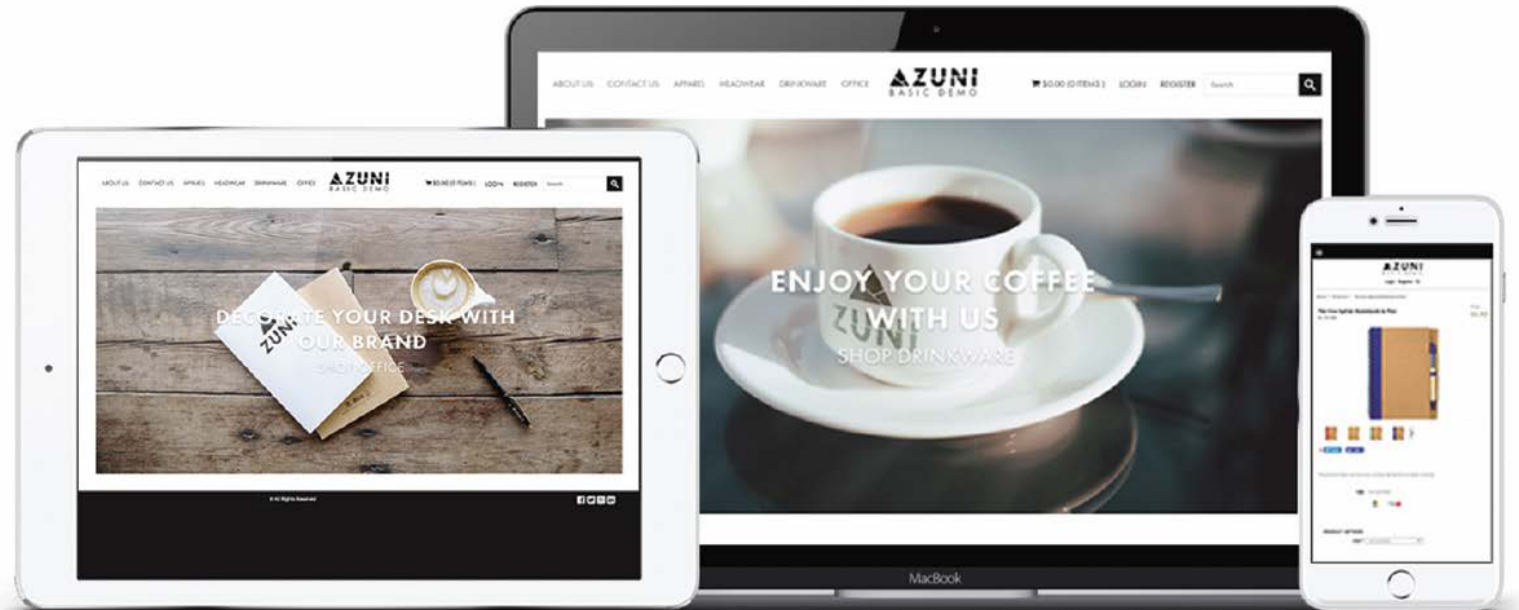
There's a Store for Everyone!

Let's Compare Features

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Company Store Features Basic Store Level

-  Modern Storefront
-  Product & Logo Management
-  Shopping Cart
-  Custom Payment Methods
-  Payment Gateways
-  Custom Sales Tax Rates
-  Shipping
-  Guest Checkout
-  Order Management Lite
-  Sales & Product Reports



Company Store Features Advanced Store Level

 Access Control & Permissions

 Admin Access

 Categories & Products

 Payment Methods

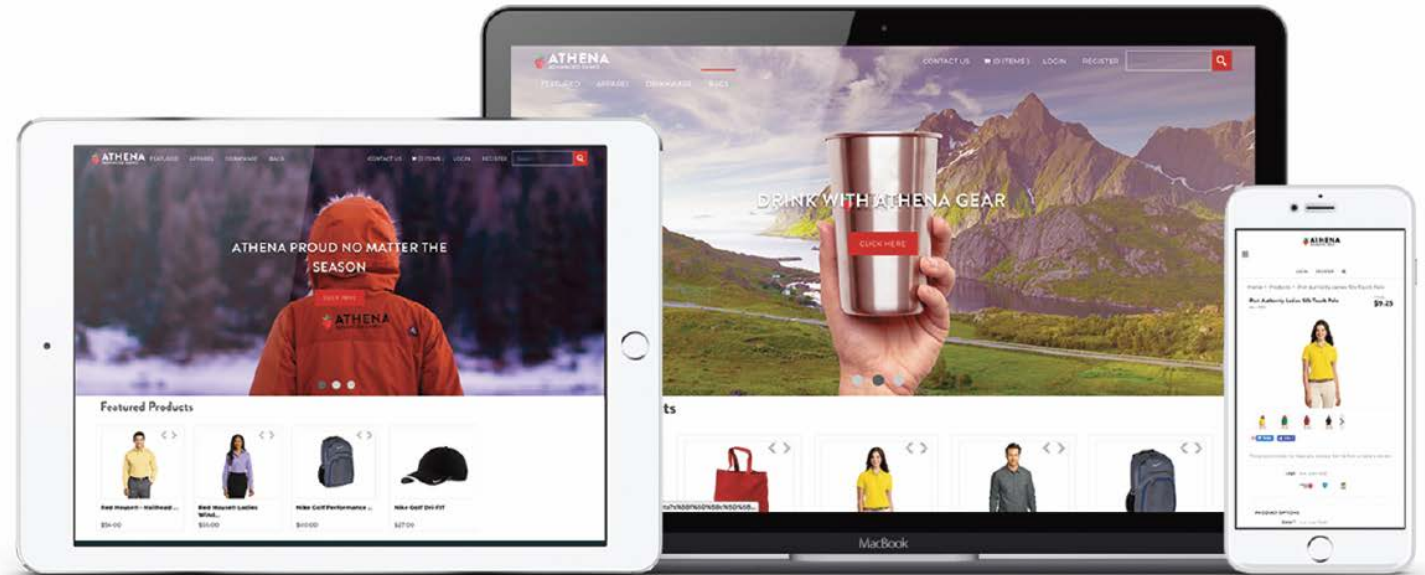
 Shipping Methods

 Tiered Pricing

 Inventory Management










 Shop as User

 Custom Data Collections










More Advanced Level Features. . .

Advanced Payment Methods:

-  Account Balances
-  Coupons
-  Gift Certificates
-  Points
-  ACH
-  Manager Order Approvals
-  Shipping Integrations
-  Checkout Options
-  Custom Reports



Simple Store Features

-  Custom Payment Option
-  Payment Gateways
-  Flat Shipping Rate
-  Single Tax Rate
-  Client Dashboard
-  Email Marketing
-  Redemption Stores





Let's See Them!

Company Store & Simple Store Demo

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Simple Store & Company Store Cheat Sheet



Simple Stores

- ✓ Single Page Store
- ✓ Temporary or Pop-Up Stores
- ✓ Limited Products
- ✓ Limited Checkout Options

Perfect For: Your easy-going, budget-conscious client who wants to order online.



Basic Company Stores

- ✓ Modern Storefront
- ✓ Program Management
- ✓ Unlimited Category & Product Options
- ✓ Logo Management
- ✓ Product Personalization
- ✓ Shopping Cart & Checkout

Perfect For: Your clients who want a traditional online store with a beautiful design.



Advanced Company Stores

- ✓ Advanced Program Management
- ✓ Permissions & Approvals
- ✓ Inventory Management
- ✓ Customized Checkout
- ✓ Advanced Payment Methods
- ✓ Shipping Integrations
- ✓ Custom Reports

Perfect For: Your clients who need a store to manage large and complex programs.



Tips for a Successful Store Launch

Details, Details, Details

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Get everything in place first.

The more information you collect from your client, the easier the store build.

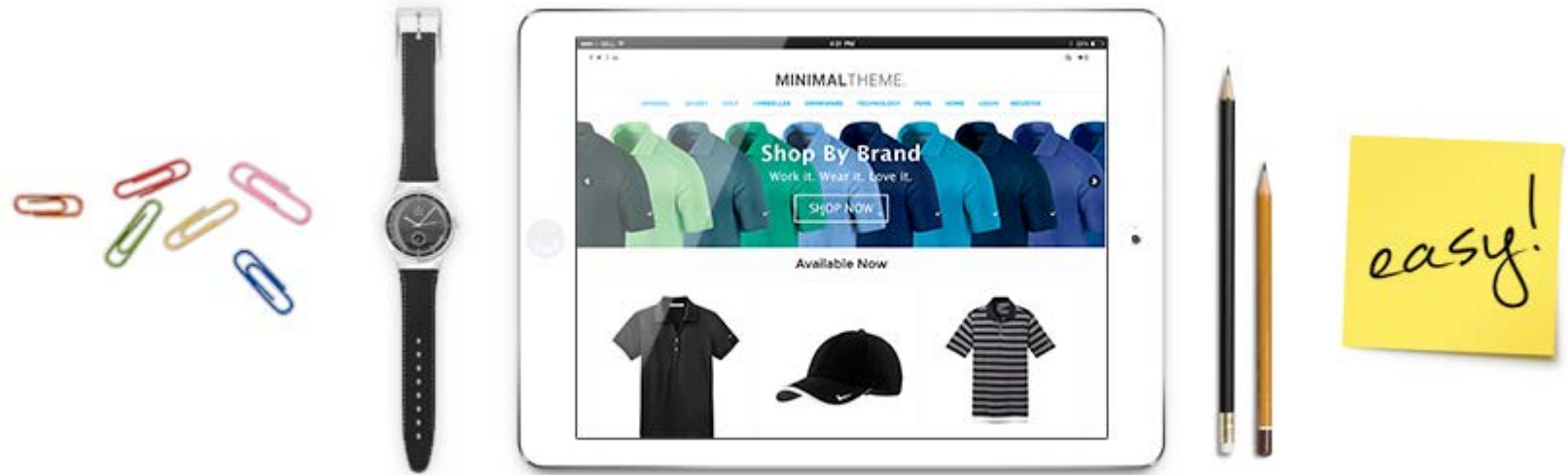
 Audience & Order Anticipation

 Managing the Products

 Shipping Strategy

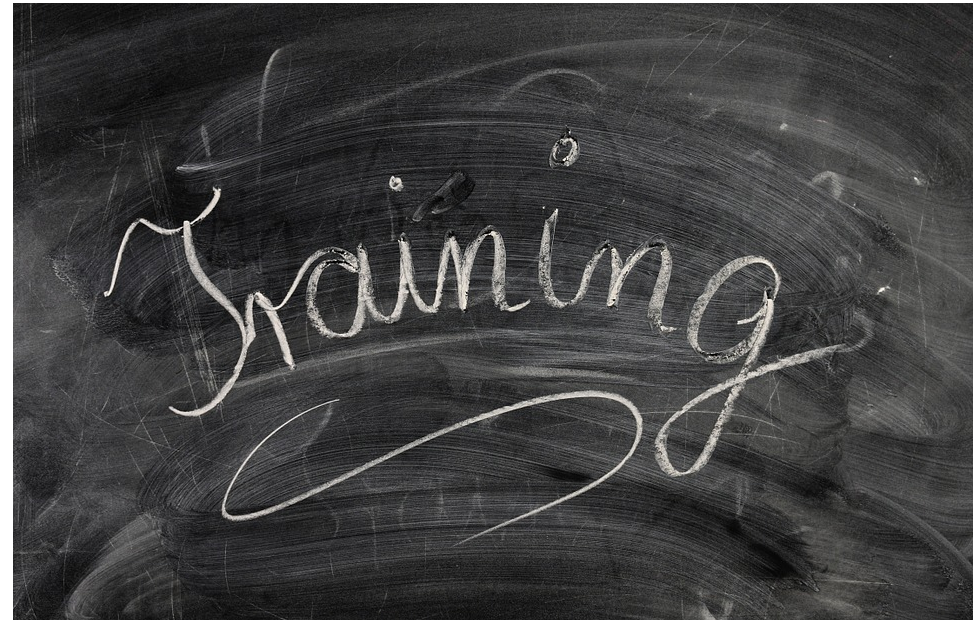
 Sales Tax Options

 Payment Methods



We'll Help You Learn the System

- 🔗 Simple Store Video Training & Orientation
 - 🔗 Quick to learn and setup.
- 🔗 Company Store Personalized Training & Orientation
 - 🔗 Bring the Team!
 - 🔗 Come prepared with details, ask lots of questions.
- 🔗 Both store solutions will have full access to support.
 - 🔗 Online training articles and videos.
 - 🔗 Unlimited phone and email support with our team.







What's Next?

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Let us know how we can help!

Sales & Marketing Support

-  Let's talk about what your client needs.
-  We can help you present a solution.

BrightStores Distributor Sales Tools -

Personalize and share with your clients.

-  Sales Sheets
-  Digital Content for Your Website
-  Demo Stores
-  Social Media Content





Ready to Talk?



1.800.466.5930



Marketing@BrightStores.com



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Upcoming Webinar – Simple Stores & Redemption Stores

Register at www.brightstores.com/company-store-webinars

THANK YOU!

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Questions