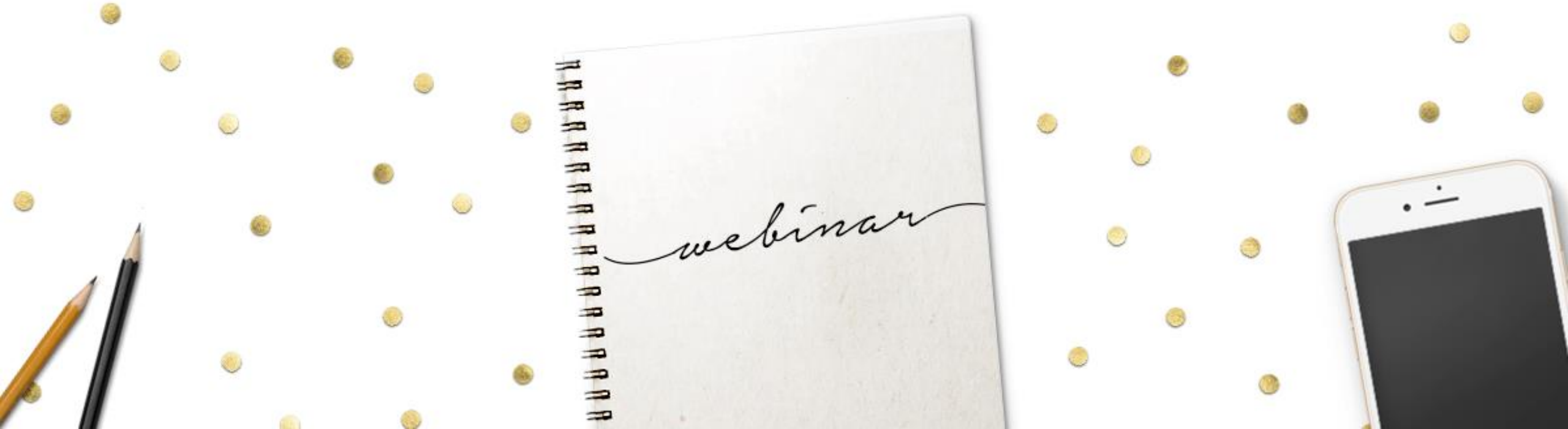


Empowering Distributors: Selling Company Stores to Your Clients

Thursday, July 23, 2015






Your Presenter




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About BrightStores




-  Leading Technology Provider of Online Company Stores and Catalogs
-  15 Years of Experience
-  Scalable solutions platform, meeting the needs of a small business' simple store solution to very large, complex, integrated store for major brands

Our Clients

 Exclusively Promotional Product Distributors

 PPAI and ASI Members

 Successfully deployed over 5,000 stores (and counting!) for the world's most recognized brands across various industries

Technology



Education



Retail



Consumer Products



Selling Company Stores to Your Clients

 Determining When the Opportunity is a Good Fit

 Know When to Walk Away

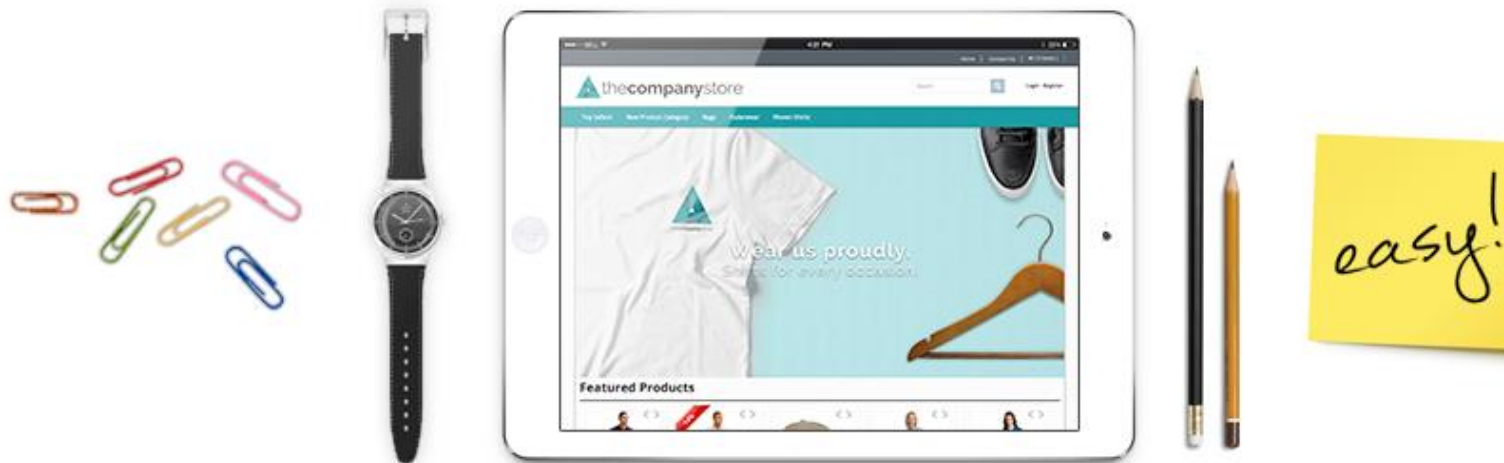
 Discovery: Learn More About What Your Client Needs

 Keys to a Successful Demonstration

 Sales / Presentation Support

 Responding to the RFP

 Post Demo: What's Next



Survey Question

 Have you ever presented a Company Store solution to a client?



Determining if the Opportunity is a Good Fit

 Why do they want the store?

 How much annual spend is expected?

 Inventory Management

 What products and how many?

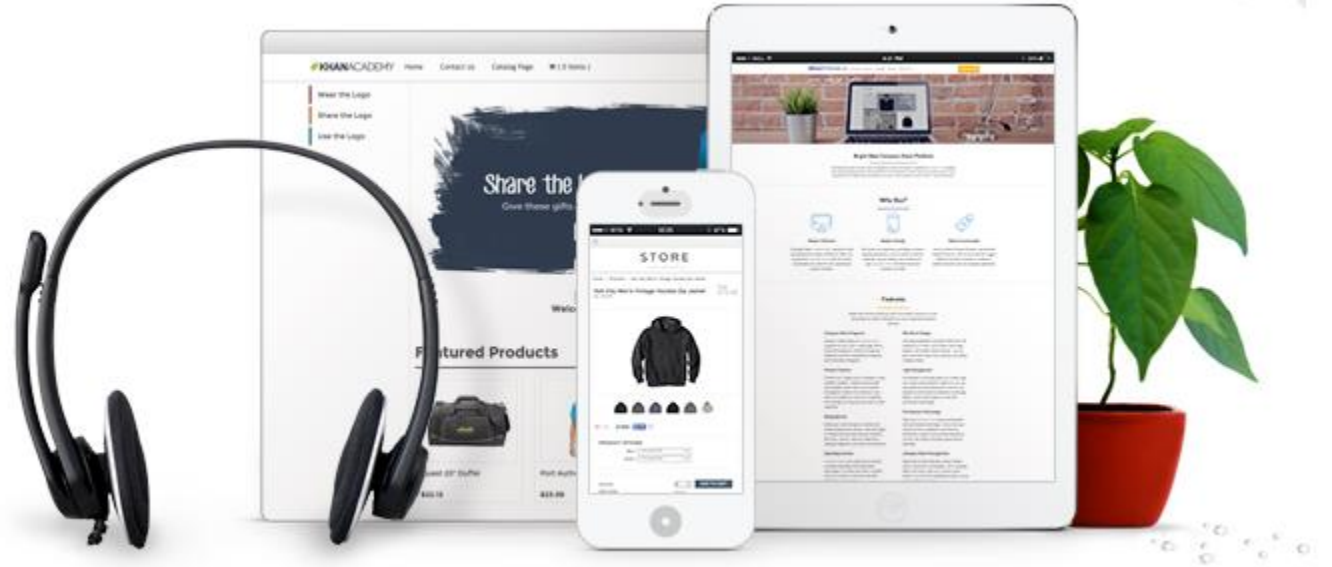
 Who will pay for the inventory?

 Who will handle the inventory?

 Company Buy In

 Do they support the store?






 Will they make it a policy?





Know When to Walk Away

Know When it's Time to Say "No"






-  Demands are too high
-  Annual Spend is too low
-  They want you to own the inventory
-  Poor payment terms on inventory
-  Tight Profit Margins

NO
THANKS!



Discovery: Learn More About What Your Client Needs

Gather More Insight from Your Clients






-  Would you like the Store to be Mobile Friendly or Responsive?
-  Would you like the Store to have a retail “look and feel?”
-  Who will be using the store and why?
-  Will users have different store experiences from other users?
-  Do you require particular Payment and Approval Methods?

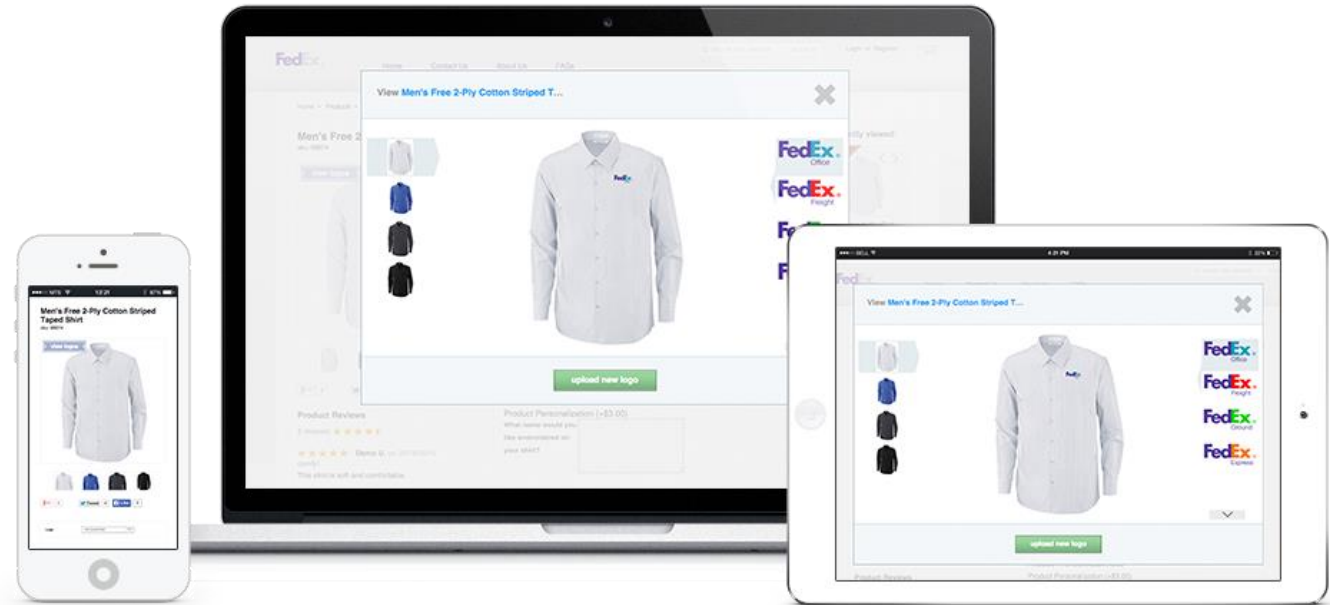








Keys to a Successful Demonstration

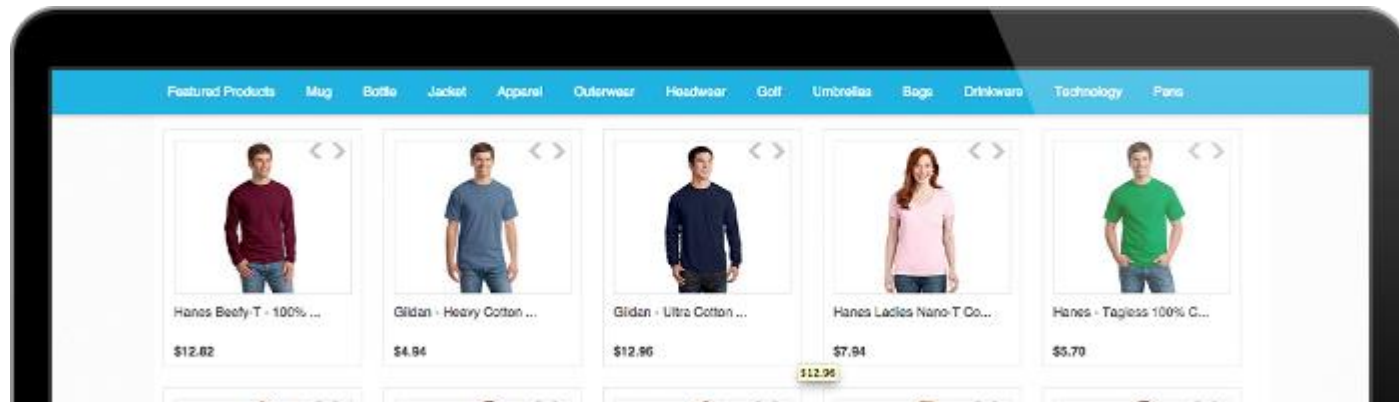
Company Store Demo

-  Demo a neutrally branded demo store.
-  Highlight the key features that directly impact your clients.
-  Responsive Design: Adjust the size of your web browser to showcase.
-  Virtual Logo: Highlight logo functionality by selecting a logo and rolling over product image.
-  Inventory Feature: See exactly how many of your products are in stock.



Company Store Demo




-  Product Personalization: Use this option to personalize each product.
-  Showcase Product Reviews, Recently Viewed, and Related Products.
-  Go through the checkout process using their specific billing method.
-  Offer incentive features such as Gift Certificates and Coupons.

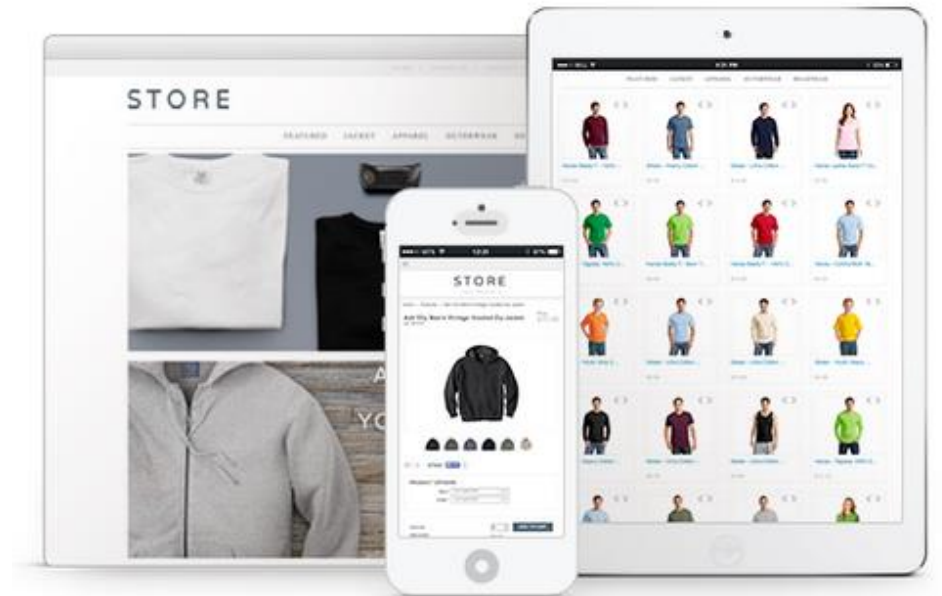




Sales / Presentation Support

Sales / Presentation Support Available to You:

-  Leave your clients with a link to the demo you presented.
-  Add your own branding to our informational sales sheets.
-  Implement our demos and information into your own proposal.












Responding to the RFP

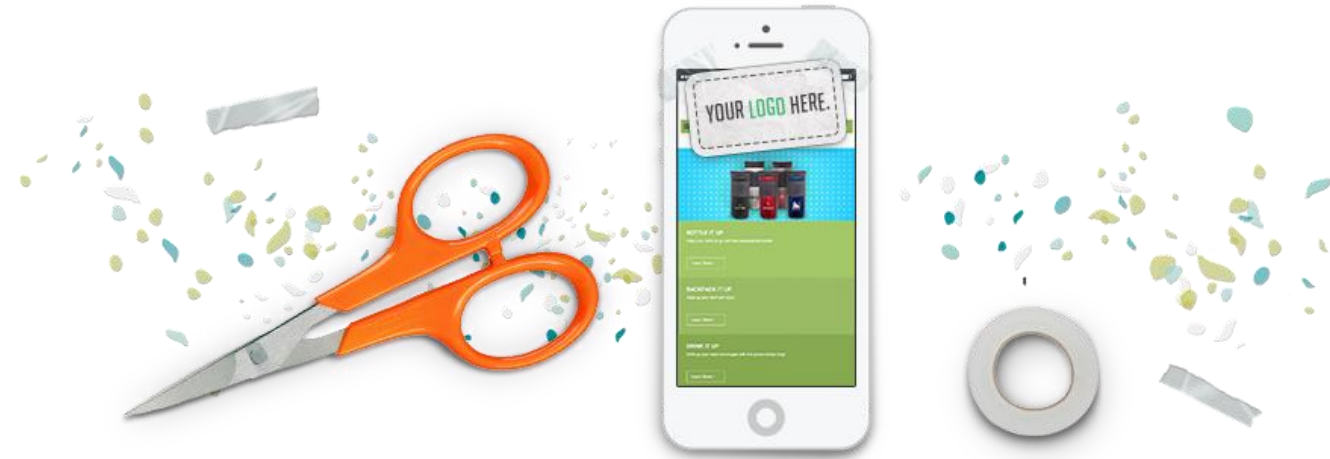
5 Common Components to an RFP

1) Company Experience & Stability

-  How many employees in your company?
-  How long have you been in business?
-  What is your company's project experience?
-  What is your financial stability?




2) Customer Service

-  Who is going to service the store?
-  Who will be the account manager?
-  How will returns be managed?







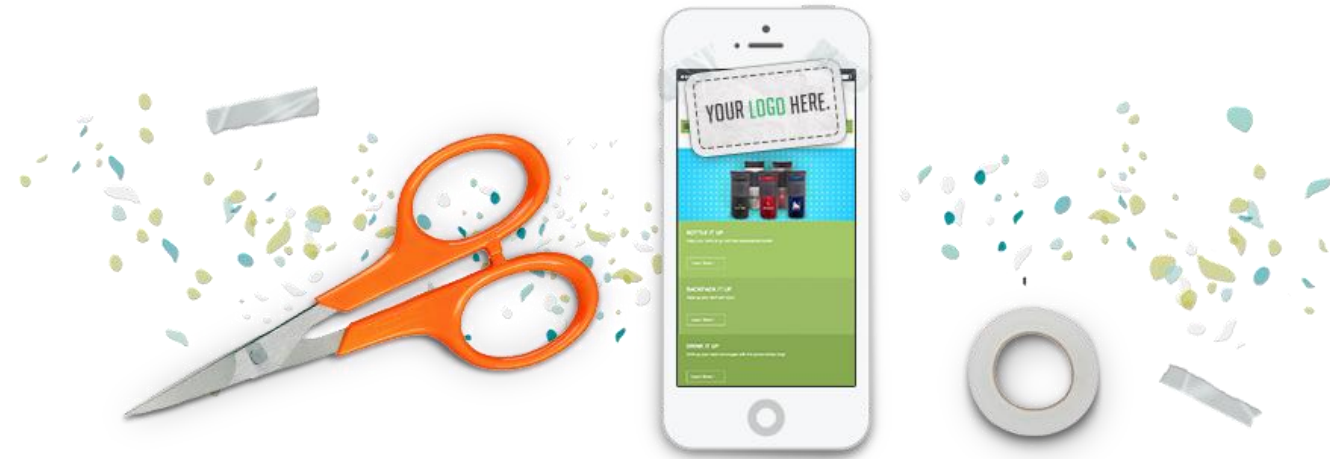
5 Common Components to an RFP

3) Creative

-  Use of Brand & Products
-  Design of Store
-  Are you in-tune with the marketing message?






4) Products

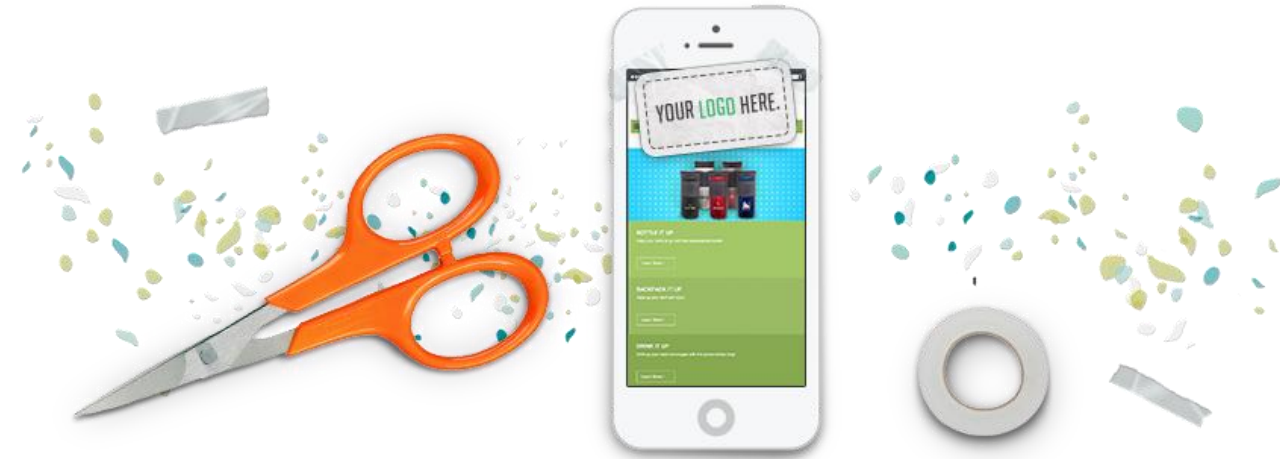
-  Source local or overseas
-  Choose product mix to support marketing goals
-  Financial strength to handle large orders
-  Supplier Relationship



5 Common Components to an RFP

5) Technology

-  Does it meet their criteria?
-  Is it built for longevity?
-  Does it have the flexibility to handle growth?
-  Is it stable?
-  Is it secure?








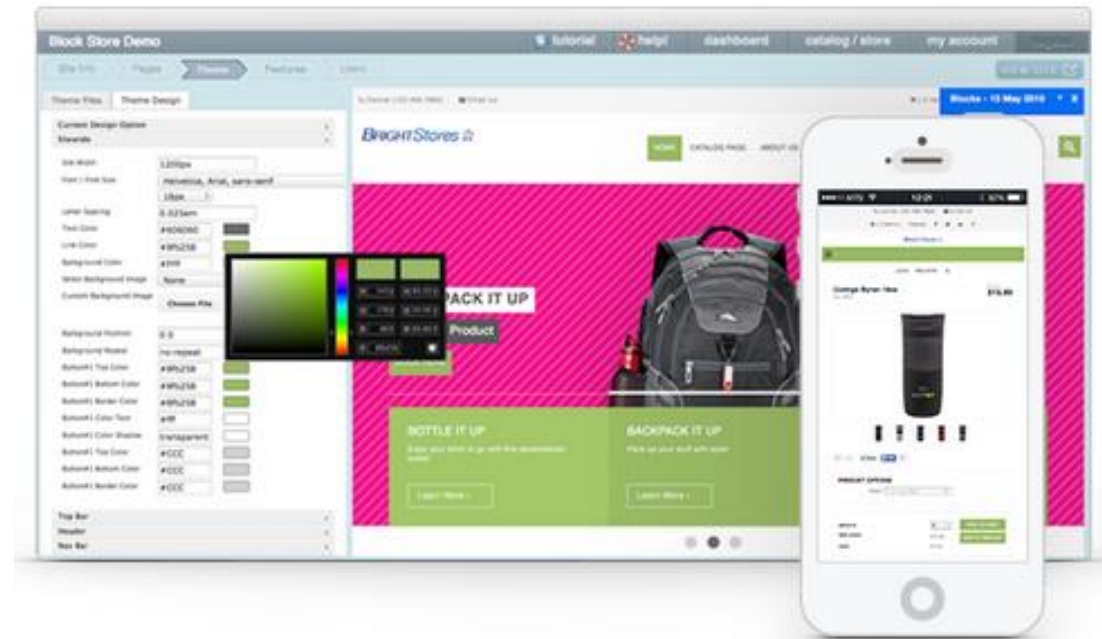
Remember: No two Company Stores are alike,
therefore, no two RFPs are alike



Post Demo: What's Next?

Congratulations on the sale! Let's Build Your Store

-  Training & Support – Receive as much or as little training as you need.
 -  Initial Training & Orientation
 -  24/7 Video Training & Support Suite
-  Design – Easily design your own store. Or, have our skilled design team help you create a store.
-  Set-Up Time – As little as a day! Most stores will vary depending on design requirements & product set-up.



Ready to Talk?



Phone: 1.800.466.5930

Email: Marketing@BrightStores.com

 Check Out Our New Website! www.BrightStores.com

 Next Webinar “Building a Company Store that Sells!”

THANK YOU!



Questions

Survey Question

 What can we do to help you sell more products through Company Stores?