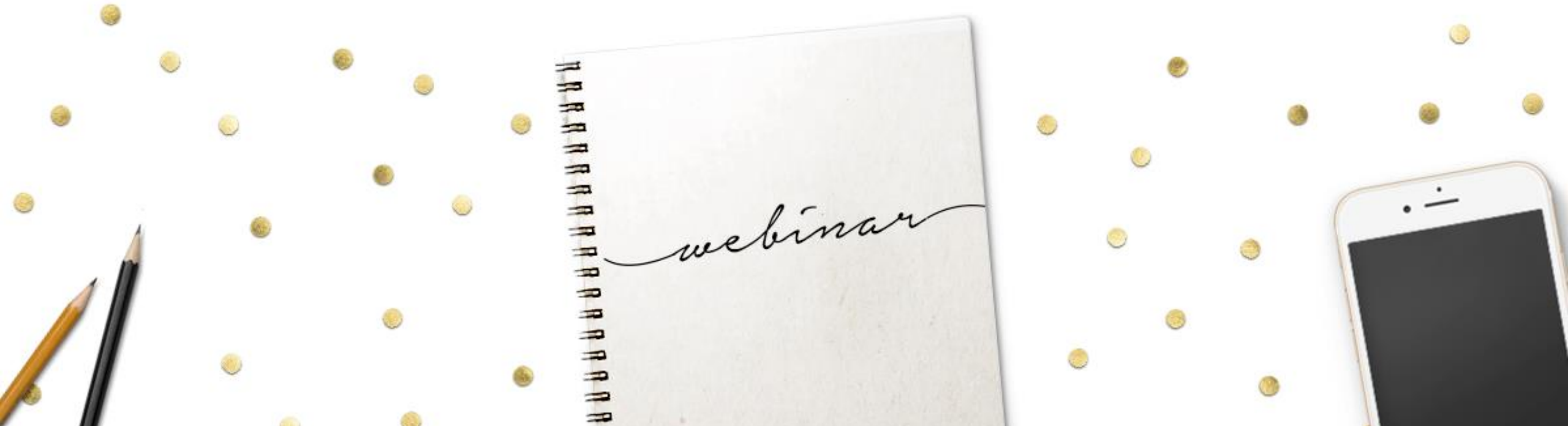



# 5 Ways Company Stores Can Improve Your Sales Game


Thursday, September 24, 2015



# Your Presenters






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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



# 5 Ways Company Stores Can Improve Your Sales Game

-  Are Your Clients Ready?
-  Ordering Efficiency
-  Brand Management
-  Spending Control
-  Company Store Programs
-  Support Clients & Maintaining Relationships



# Survey Question

 Have you ever sold a Company Store program to one of your clients?



# Are Your Clients Ready for a Company Store?

## How do you know? Lookout for these clues:

 Client Request

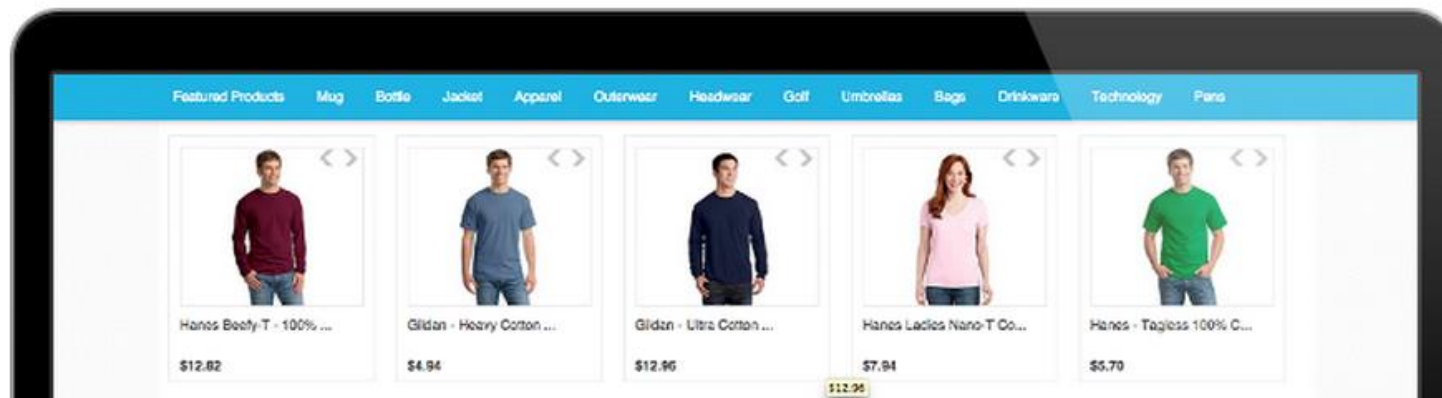
 Shipping Small Quantities

 Multiple Orders from Various Locations

 Quick Turnaround Time on Orders

 Repeat Orders

 Ordering Controls







**Let's talk about the benefits!**



# 1. Ordering Efficiency

# Save You and Your Client Time & Money

1 Corporate Office

16 Regional Offices

2 Buyer in Each Office = 32 Buyers

32 x 2 Supplier Quotes Each = 64 Quotes






64 Quotes x ½ hour per quote (at \$35/hour)

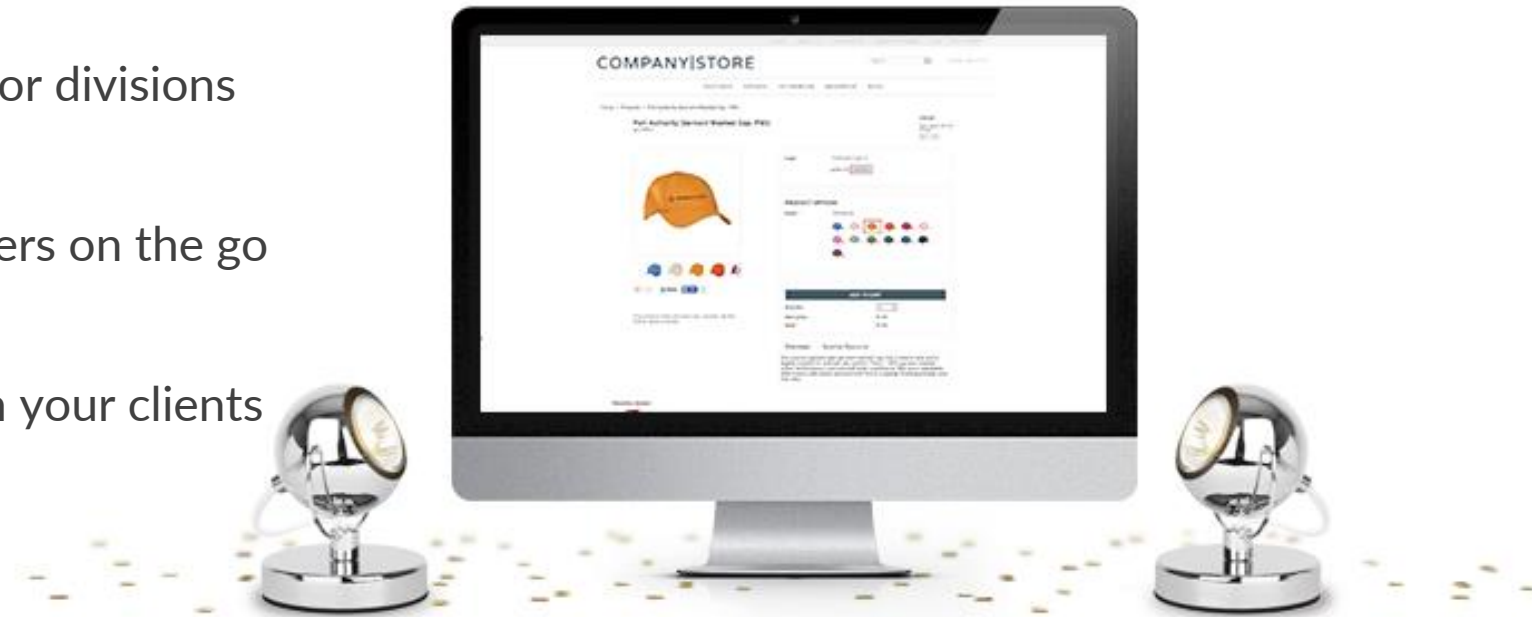
= \$1,120 in Savings

\$28,000 / year for 25 quotes



## A Centralized Ordering Location for You and Your Clients

-  One easy place to shop and order products
-  Support multiple corporate locations or divisions
-  Mobile Friendly – Available to Shoppers on the go
-  Hand pick products for the store with your clients
-  Advanced Product Pages



Product Page Example 

## Track Everything with Company Store Management

 Stay Organized with Order Management & Fulfilment Features

 Order Statuses & Product Details

 Payments & History

 Shipping Confirmations

 Tracking Numbers

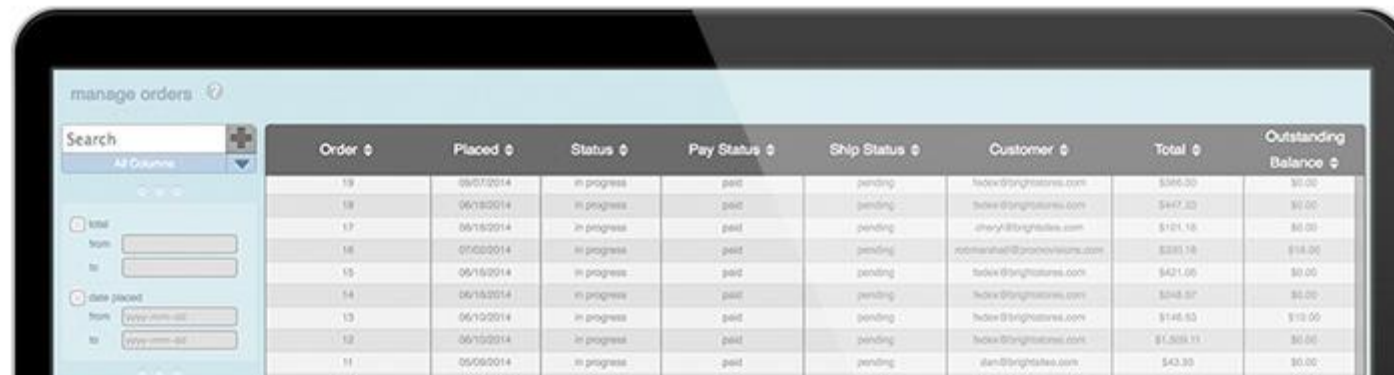
 Advanced Reports & Custom Report Builder

 Automate Emails:

 Shoppers

 Administrators

 Fulfilment Houses









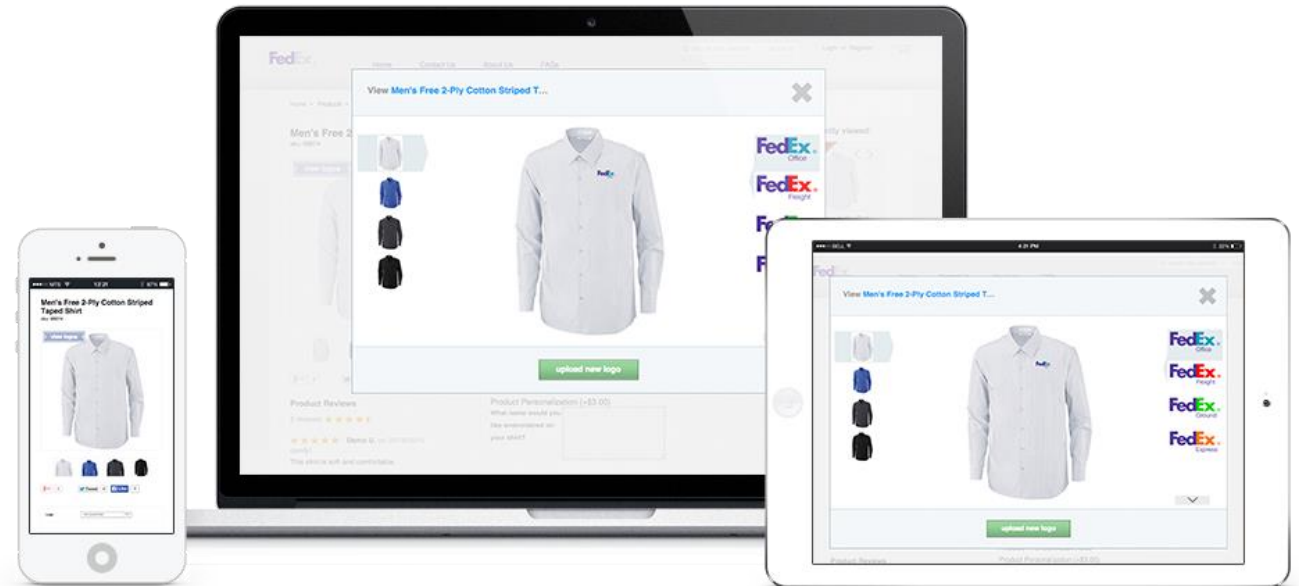
Order	Placed	Status	Pay Status	Ship Status	Customer	Total	Outstanding Balance
19	06/07/2014	in progress	paid	pending	hdx@brightstores.com	\$360.00	\$0.00
18	06/18/2014	in progress	paid	pending	hdx@brightstores.com	\$447.33	\$0.00
17	06/18/2014	in progress	paid	pending	chery@brightstores.com	\$121.18	\$0.00
16	07/02/2014	in progress	paid	pending	adminahad@procevisions.com	\$385.18	\$118.00
15	06/18/2014	in progress	paid	pending	hdx@brightstores.com	\$421.00	\$0.00
14	06/18/2014	in progress	paid	pending	hdx@brightstores.com	\$214.97	\$0.00
13	06/19/2014	in progress	paid	pending	hdx@brightstores.com	\$146.53	\$110.00
12	06/19/2014	in progress	paid	pending	hdx@brightstores.com	\$1,503.11	\$0.00
11	06/09/2014	in progress	paid	pending	dan@brightstores.com	\$43.33	\$0.00



## 2. Brand Management

## Manage Brands and Logos

-  Maintain logo integrity
-  Support Multi-Brand Corporations with Advanced Logo Management
-  Logo Permissions / Rules
-  Virtual Logo Technology
-  Product Personalization
-  Ensure quality with pre-approved products










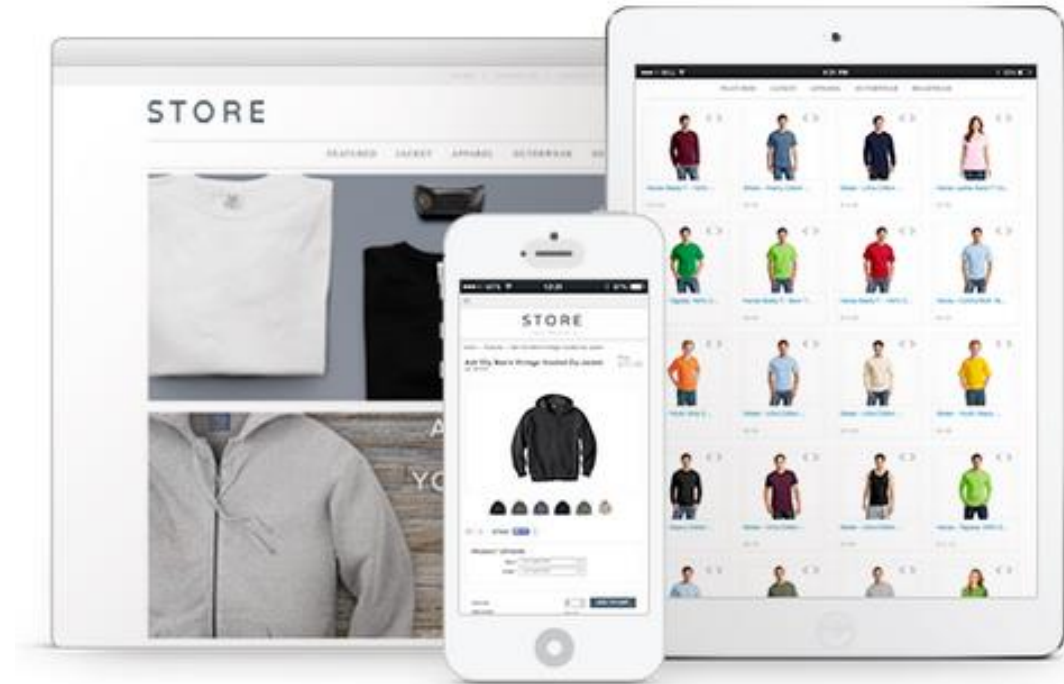


## 3. Spending Control



## Let the store control corporate spending – so you don't have to!

-  Store Control Functionality
  -  Permissions
  -  MOAS
-  Budget Feature
-  Account Balances and Coupons
-  Customized Payment Methods
-  Inventory Tracking to Manage Spending





## 4. Company Store Programs

# Points Program

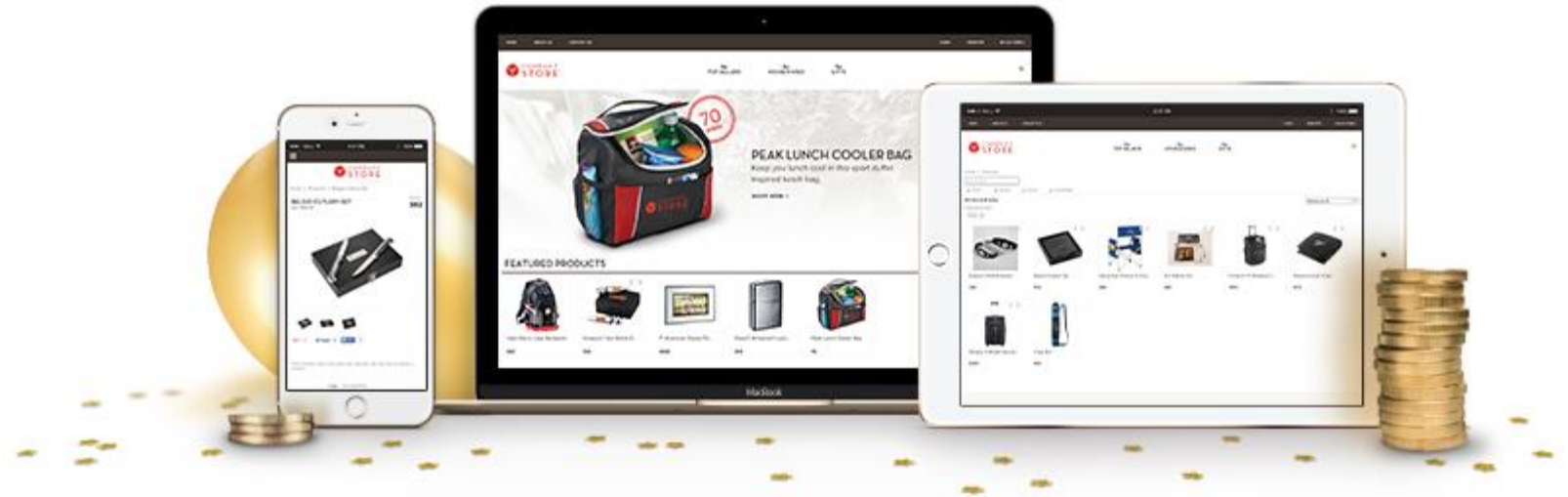
Allows users to purchase products through a points program rather than a currency system

 Reward & Employee Program

 Loyalty Program



 It's easy to start!

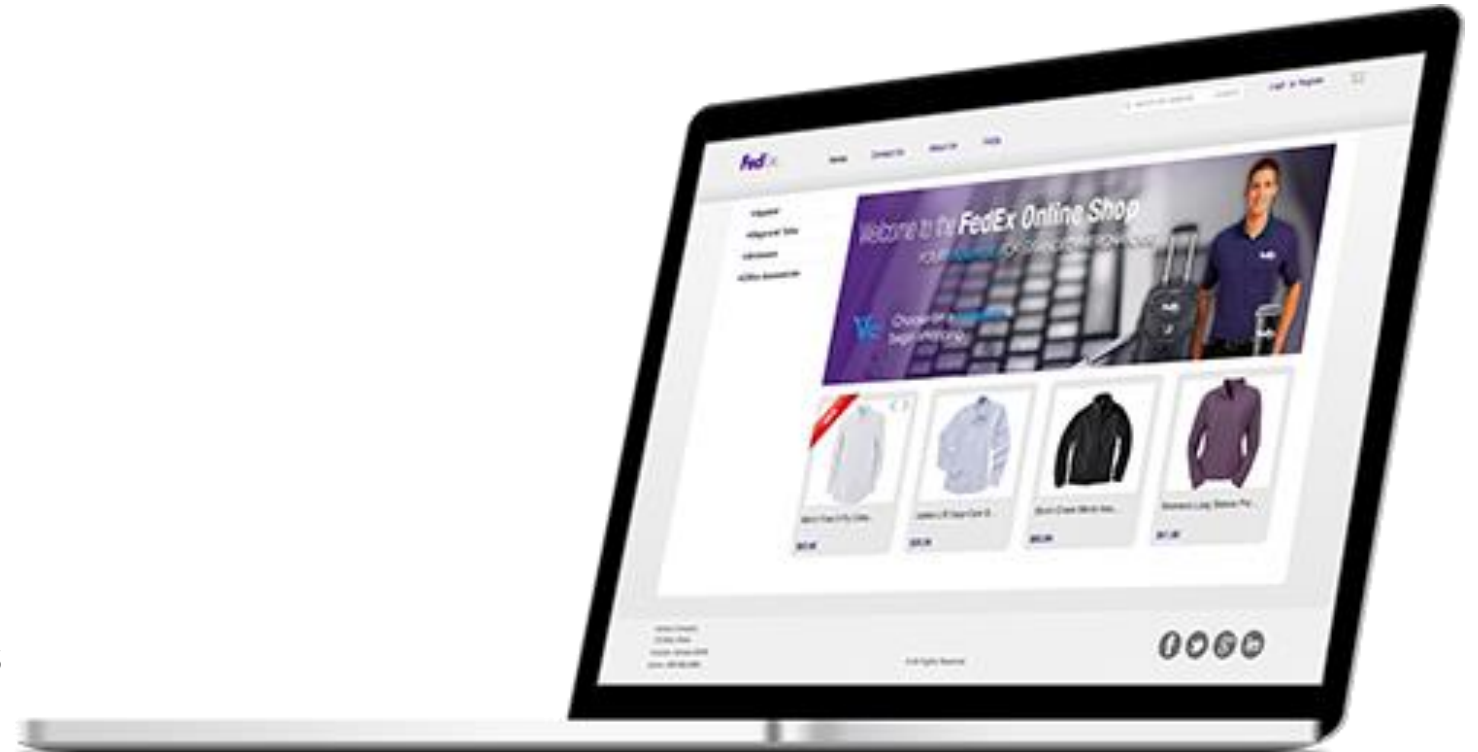
- 1 Determine Point Conversion
- 2 Set Up Your Points Store
- 3 Start Shopping



# Uniform Programs




Provide employees with an easy, centralized location for ordering uniforms

-  Quality and Budget Control
  -  Punchout
-  Product & Logo Permissions
  -  Region
  -  Department
-  New Employees & Existing Employees



# Other Company Store Programs

Help your clients take full advantage of their Company Store Solution





-  Sales Channel Support
-  Tradeshow Programs
-  Holiday Programs
-  Safety Programs
-  Inventory / Drop Ship / Hybrid

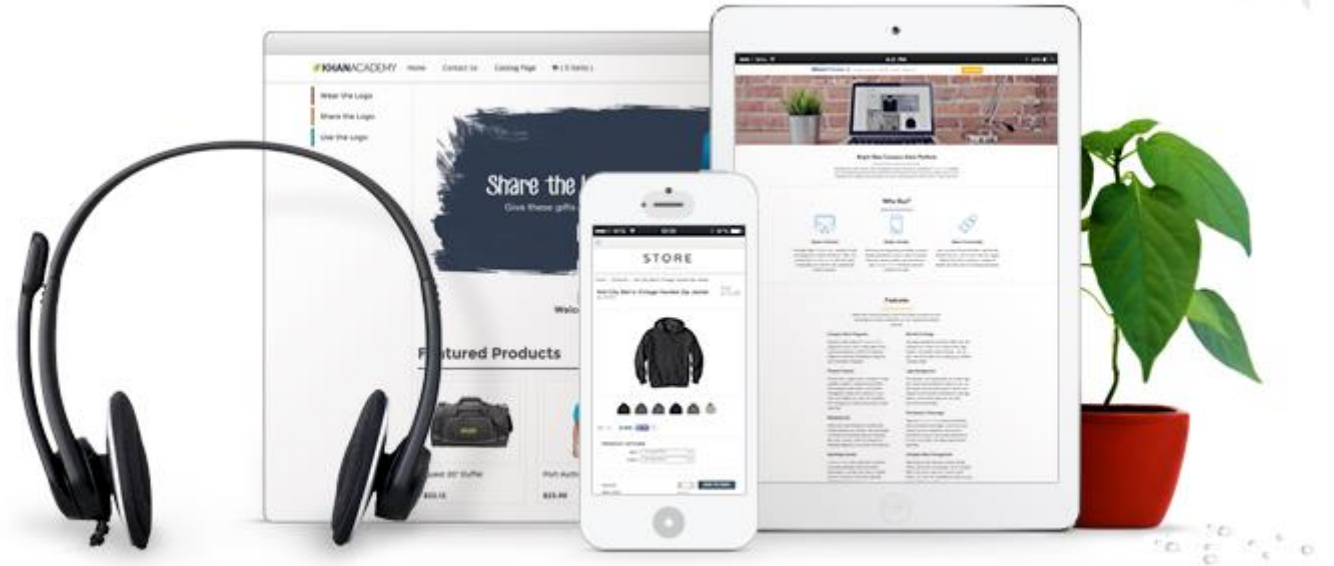




## 5. Supporting Clients & Maintaining Relationships

## Your Clients Deserve the Best

-  Be the Exclusive Distributor for your top clients.
-  Keep the revenue coming! Company Stores take orders for you.
-  Company Stores keep communication lines open between you and your clients.
-  They'll appreciate you!



## We'll Support You So You Can Support Your Clients

 Sales & Marketing Support

 Demo Stores

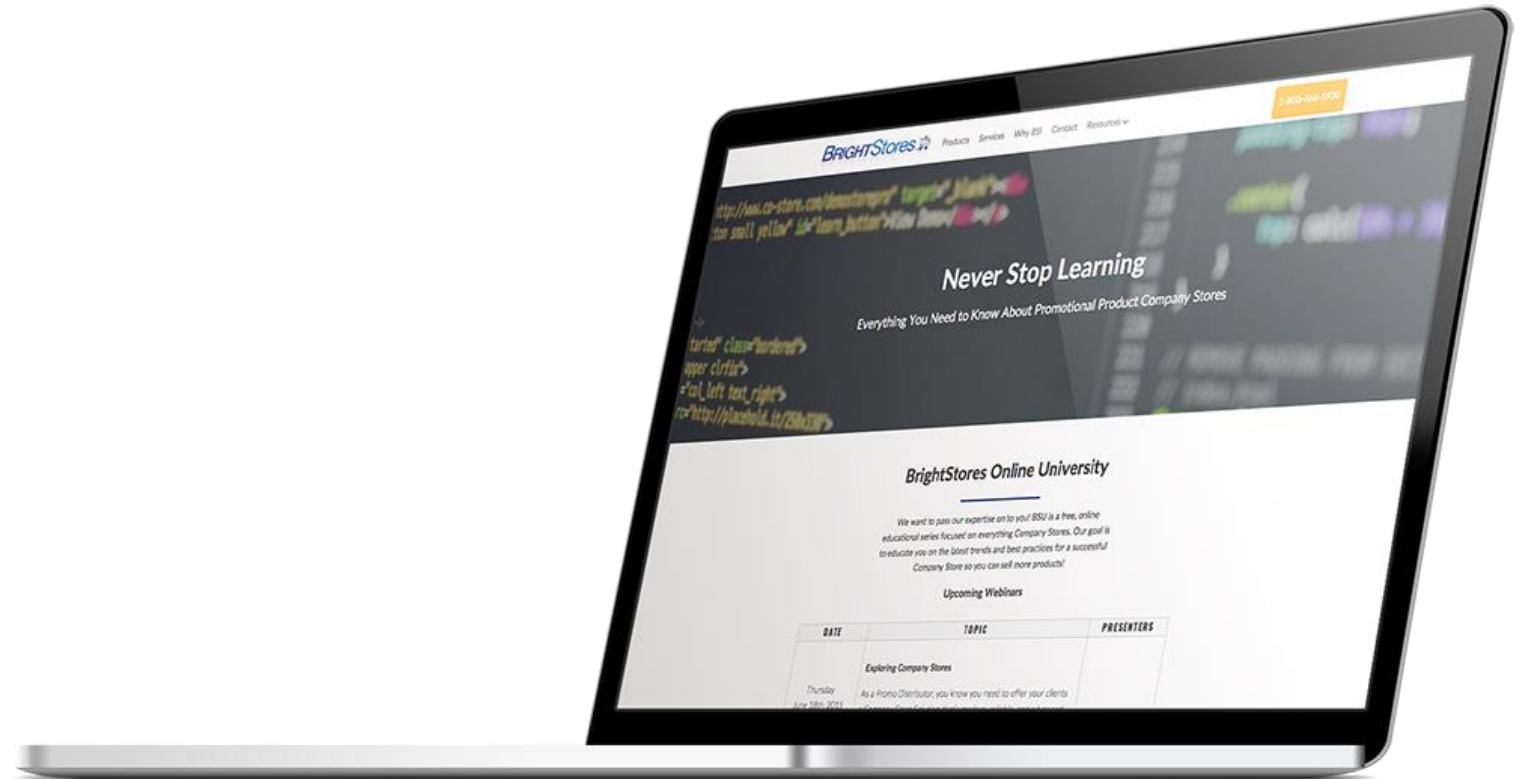
 RFP Support

 Marketing Materials

 Technical Support Tools

 Design Support

 Turnkey Solutions – Let us take care of everything!





Ready to Talk?



Phone: 1.800.466.5930

Email: [Marketing@BrightStores.com](mailto:Marketing@BrightStores.com)

 Check Out Our New Website! [www.BrightStores.com](http://www.BrightStores.com) and be on the lookout for our next webinar!

**THANK YOU!**



# Questions

# Survey Question

 What information would you like to learn about in our future webinars?