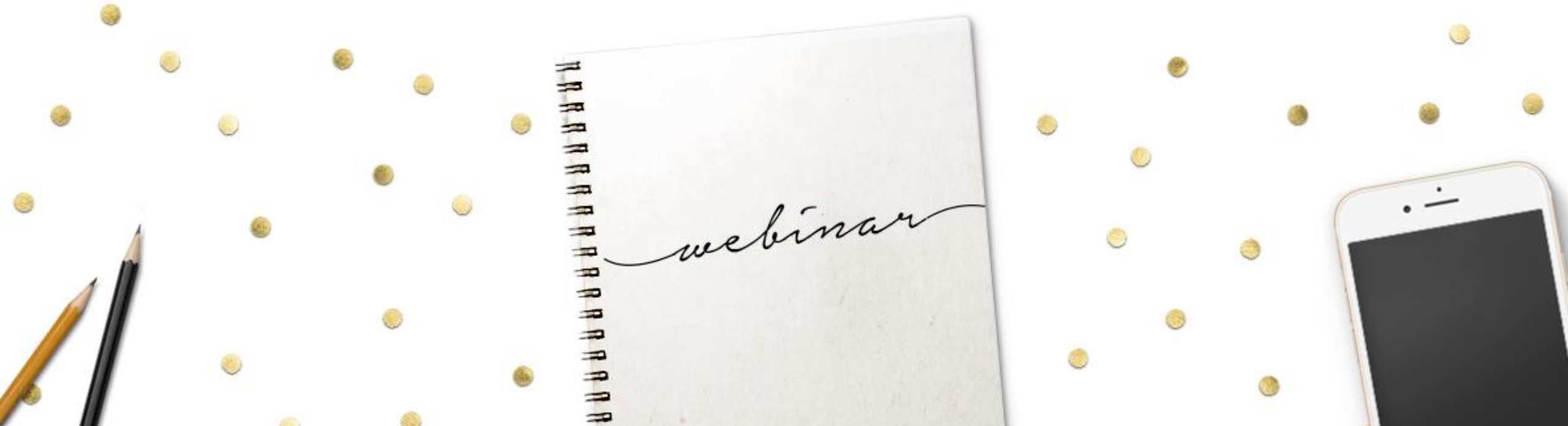



5 Ways Company Stores Can Improve Your Sales Game


Thursday, September 24, 2015



Your Presenters






 Tanya Ignacek
Director of Sales & Operations
Tanya@brightstores.com


 Lucy Taylor
Marketing Manager
Lucy@brightstores.com

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

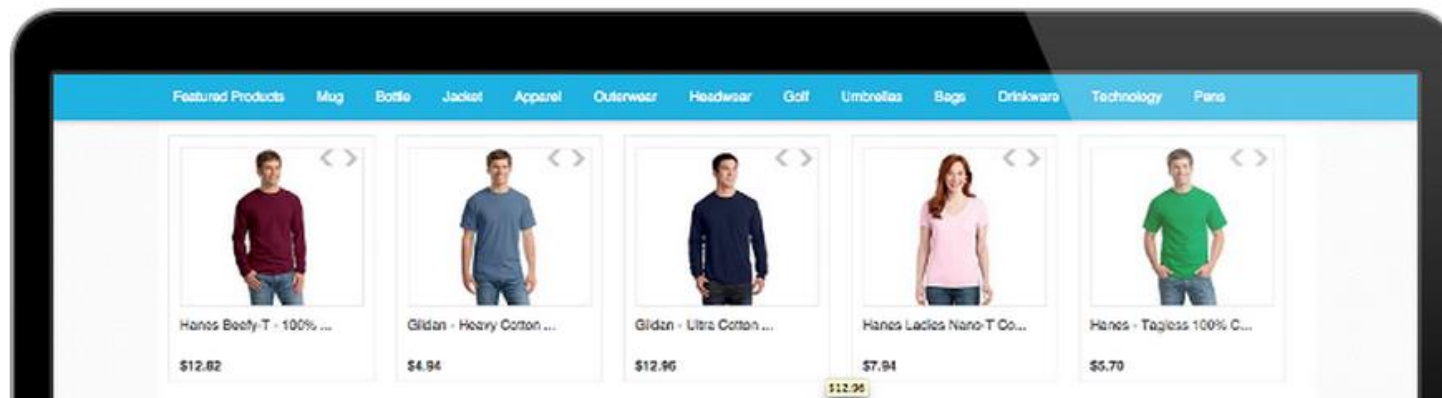
 Shipping Small Quantities

 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)

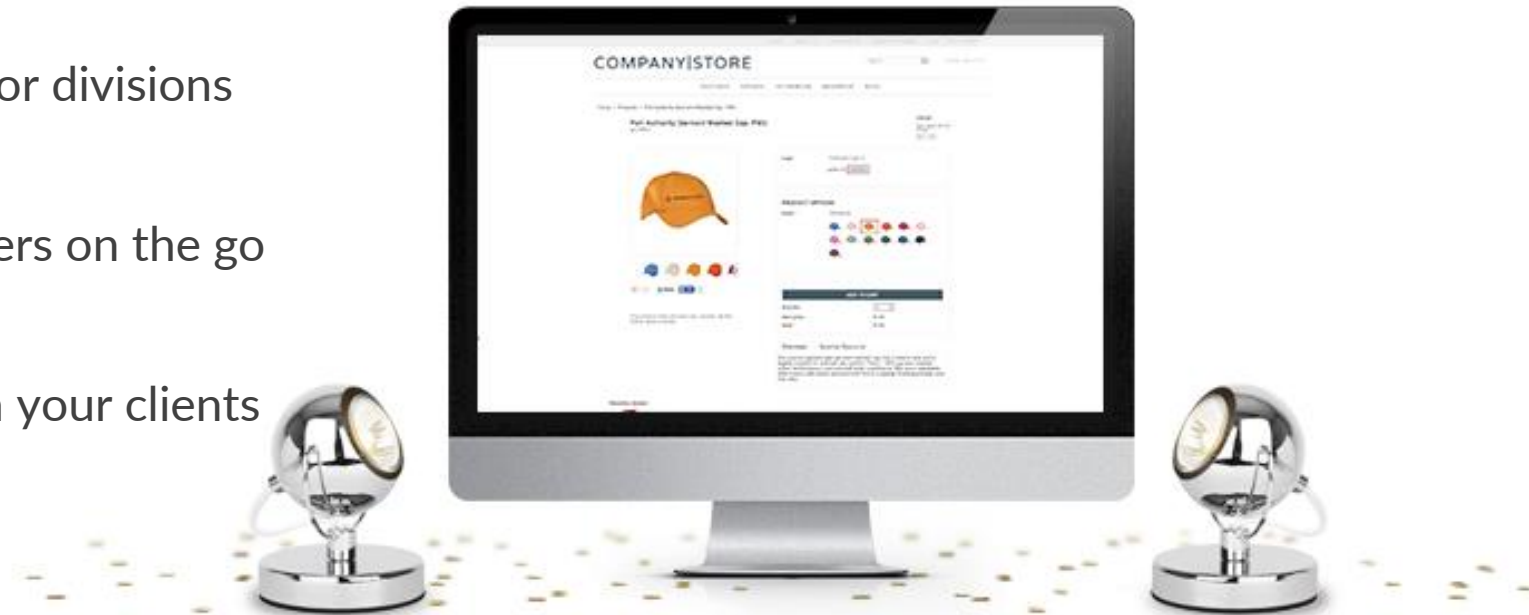
= \$1,120 in Savings

\$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

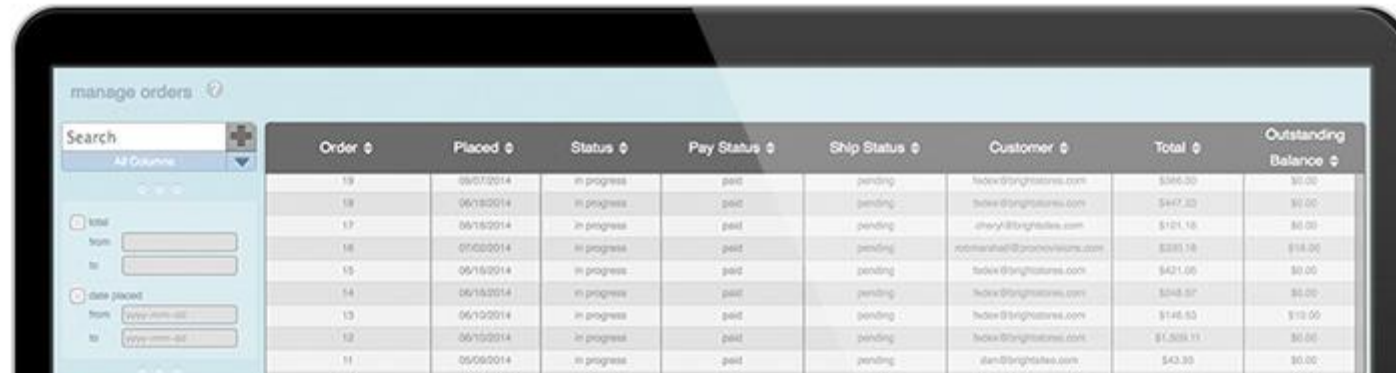
 Advanced Reports & Custom Report Builder

 Automate Emails:

 Shoppers

 Administrators

 Fulfilment Houses









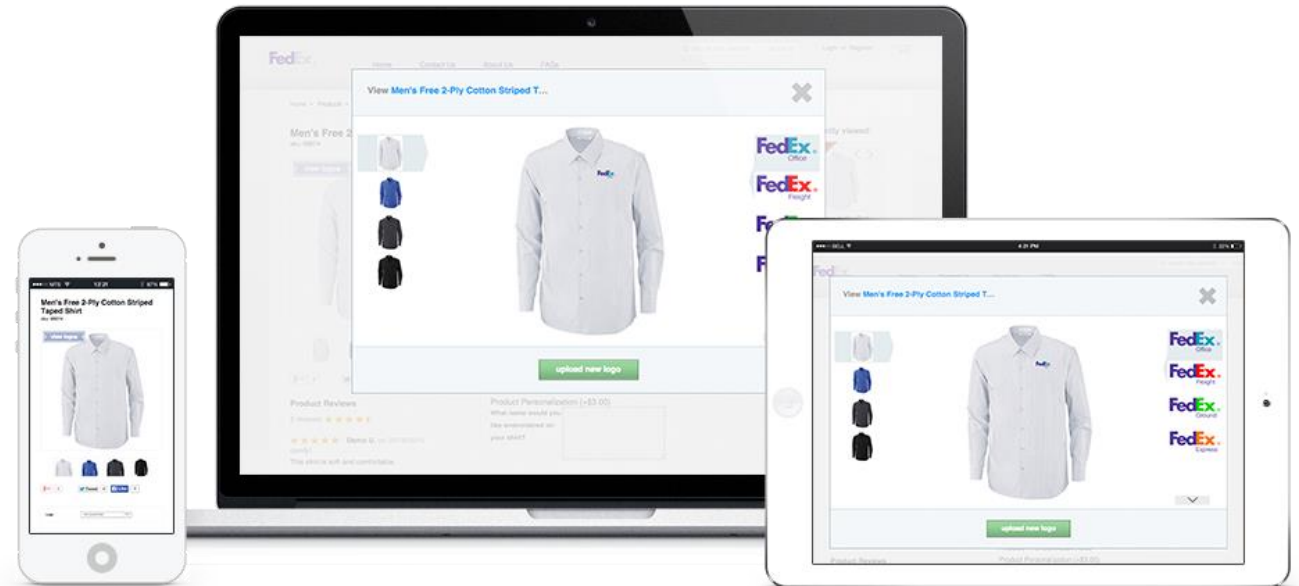
Order	Placed	Status	Pay Status	Ship Status	Customer	Total	Outstanding Balance
19	06/07/2014	in progress	paid	pending	hdx@brightstores.com	\$366.00	\$0.00
18	06/18/2014	in progress	paid	pending	hdx@brightstores.com	\$447.33	\$0.00
17	06/18/2014	in progress	paid	pending	chery@brightstores.com	\$121.18	\$0.00
16	07/02/2014	in progress	paid	pending	adminahad@procevisions.com	\$385.16	\$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	\$10.00
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

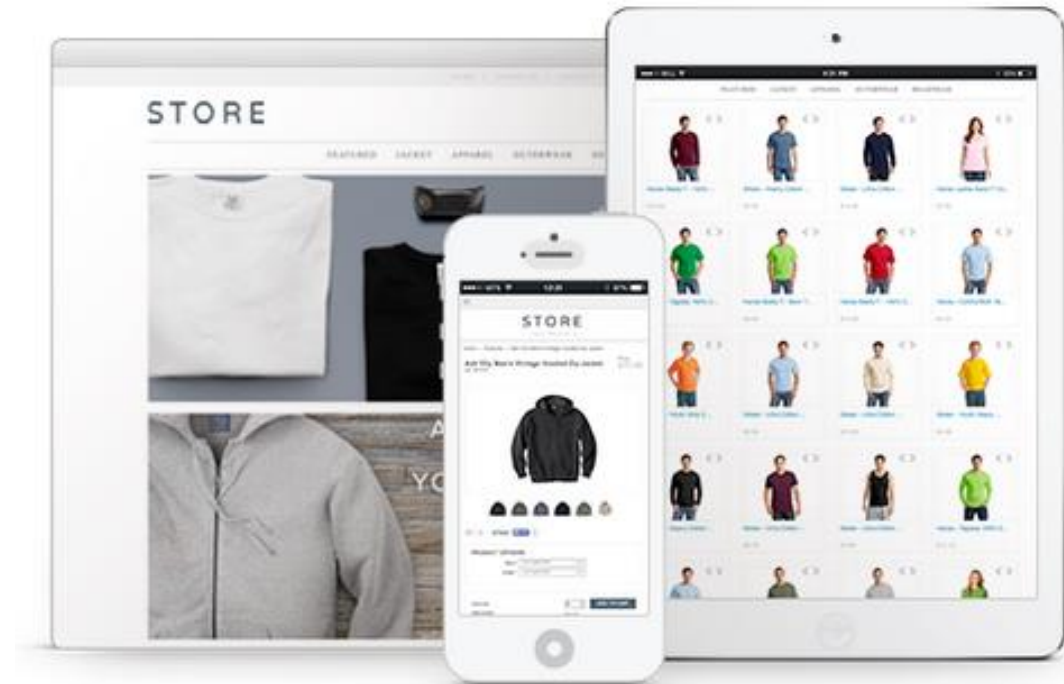




3. Spending Control

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

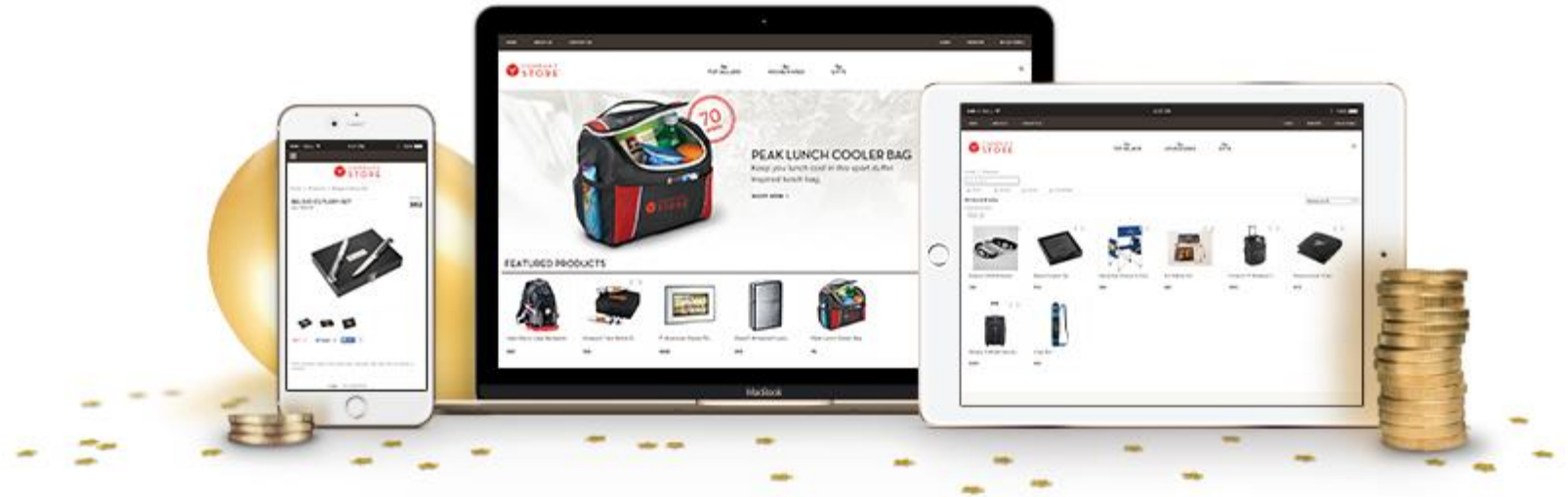
Allows users to purchase products through a points program rather than a currency system

 Reward & Employee Program

 Loyalty Program





 It's easy to start!

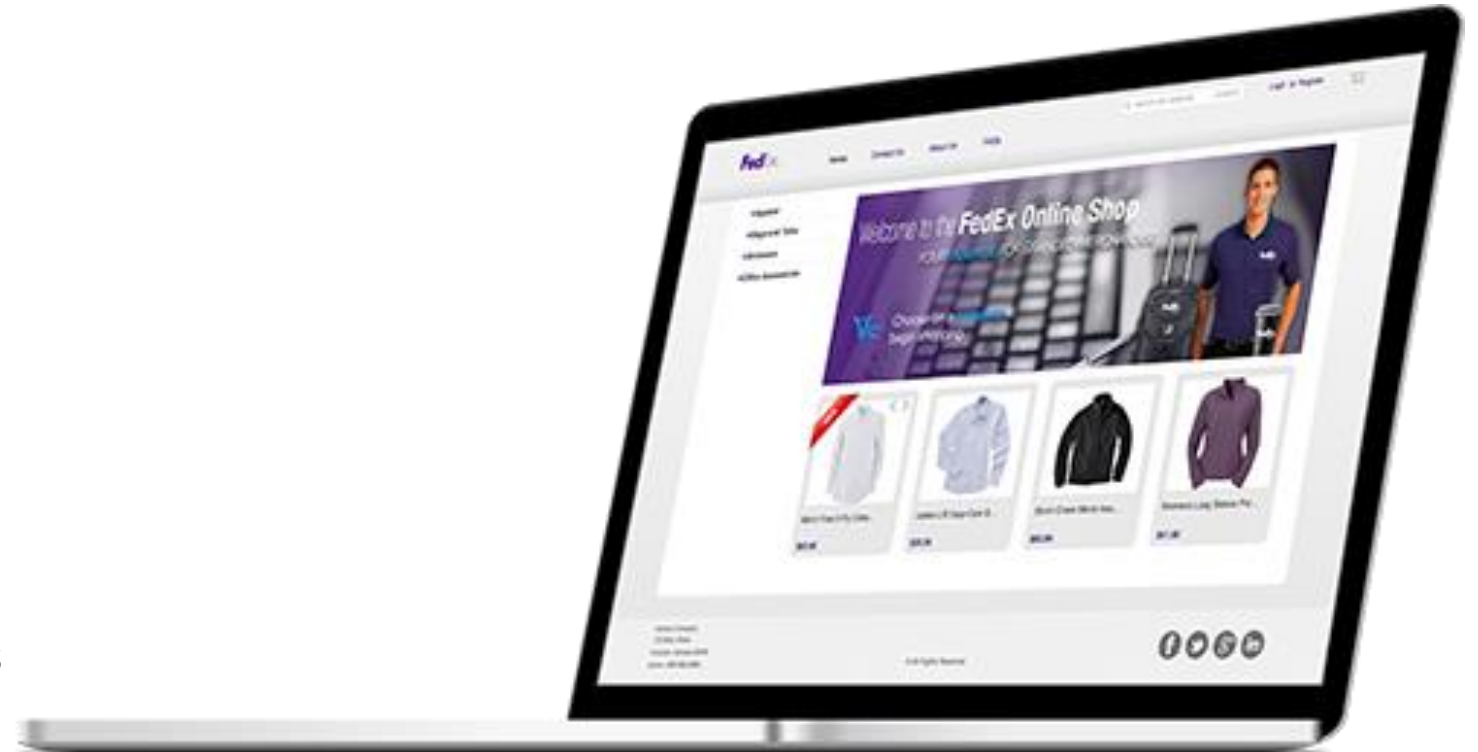
- 1 Determine Point Conversion
- 2 Set Up Your Points Store
- 3 Start Shopping



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

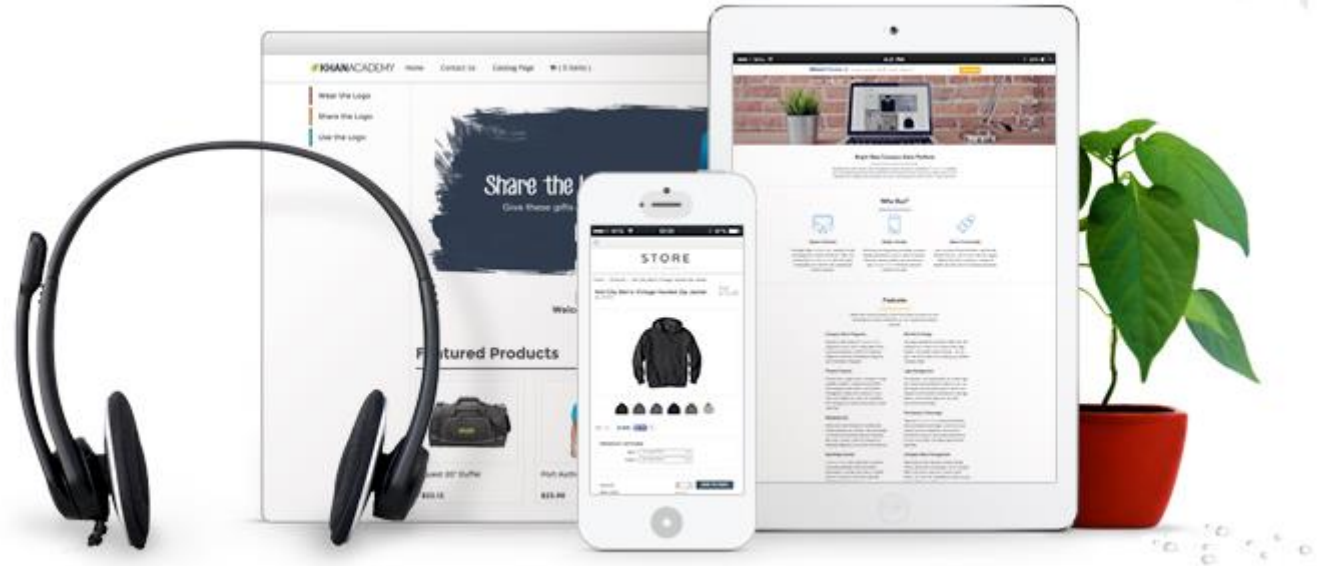




5. Supporting Clients & Maintaining Relationships

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

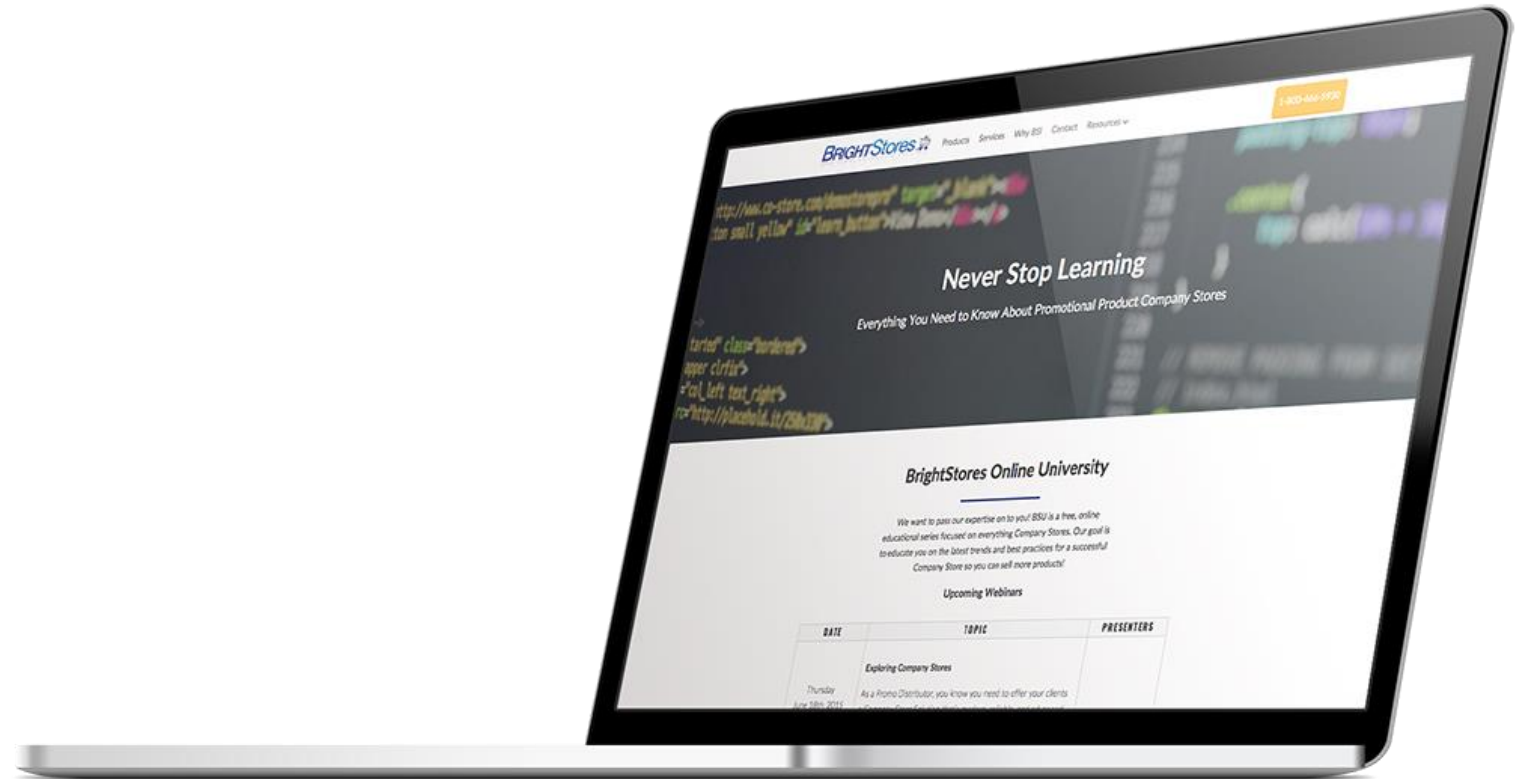
 RFP Support

 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

 Check Out Our New Website! 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?