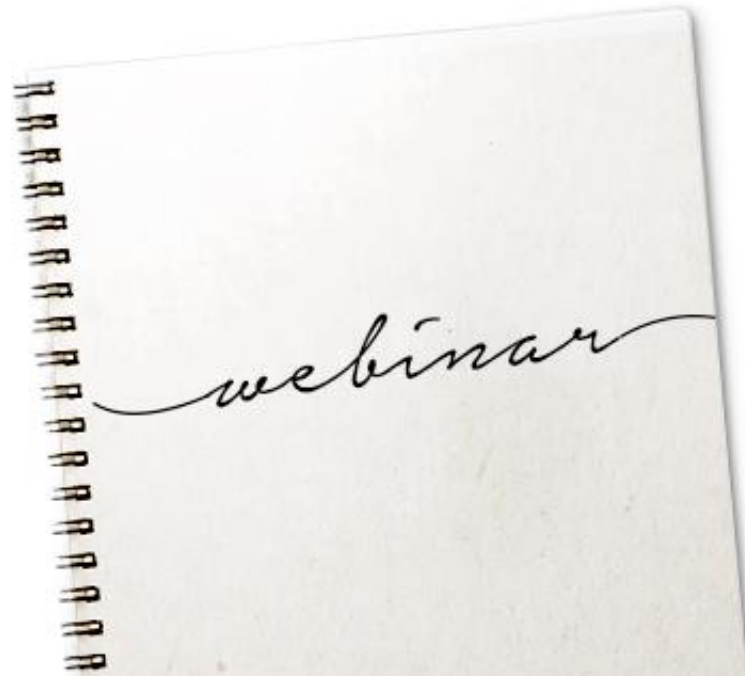



Explore Company Stores


Thursday, June 18, 2015



Your Presenters






 Tanya Ignacek
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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



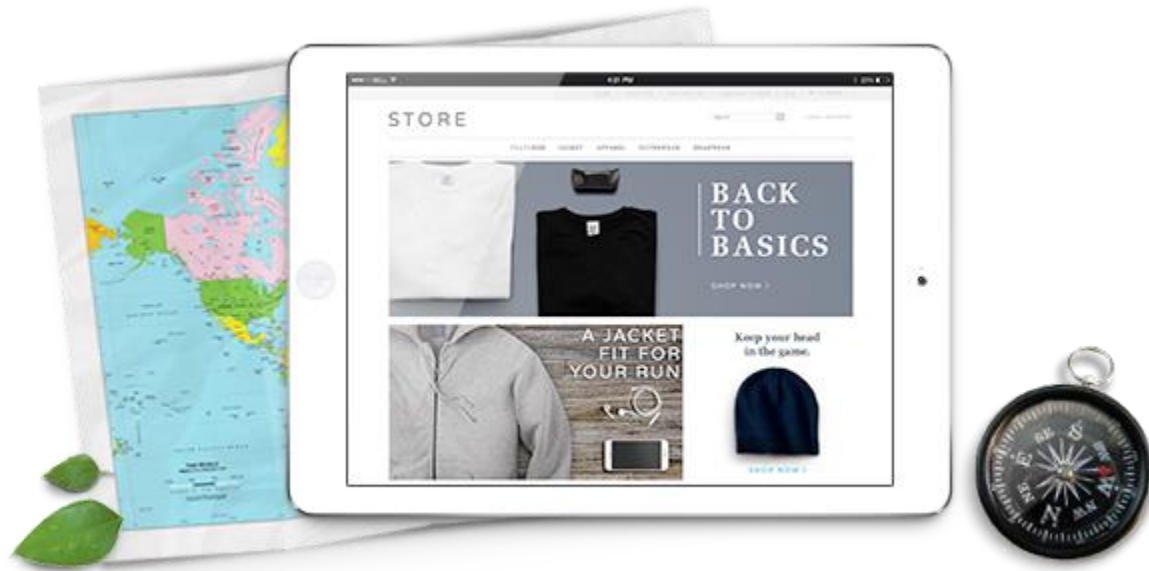
Retail











Consumer Products



Explore Company Stores



-  What is a Company Store?
-  Qualifying Your Clients for a Company Store
-  Searching for a Technology Vendor
-  Identifying the Right Solution
-  BrightStores Solutions
-  Company Store Trends
-  Building Your Store
-  Managing & Supporting Your Store

Survey Question

 Do you currently run Company Stores?





 If “Yes,” how many Company Stores do you run?

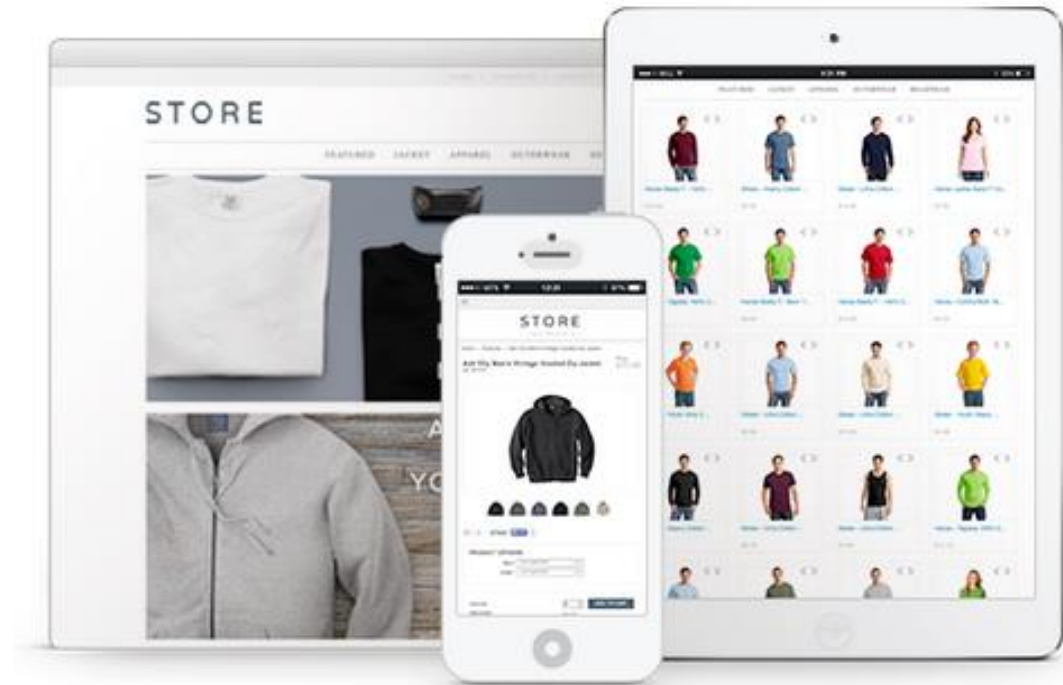


What is a Company Store?

Built for Promo Distributors, By Promo Distributors

An e-commerce tool, specific to the Promotional Product Industry:

-  Ordering Efficiency
-  Brand Management
-  Spending Control
-  Employee Program Support





Qualifying Your Clients

How do you know when your clients are ready for a Company Store?

 Client Request

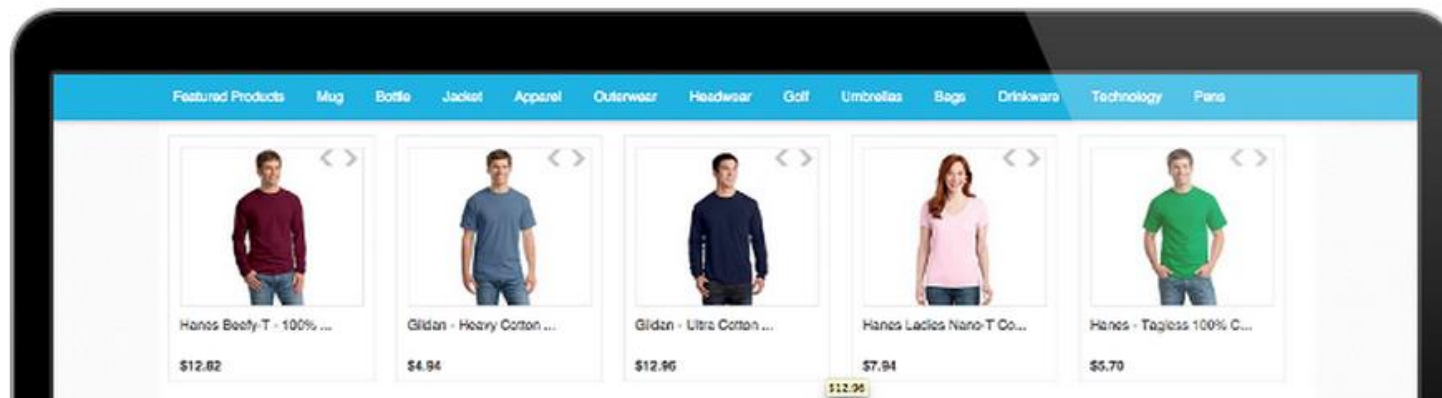
 Shipping Small Quantities

 Multiple Orders from Various Locations

 Quick Turnaround Time on Orders

 Repeat Orders

 Various Payment Methods





Searching for a Technology Vendor

What to look for:

 Capabilities & Features

 Company Experience & Track Record

 System Scalability & Updates

 Integration Ready

 Security for You & Your Clients

 Customer Support




Survey Question


 What is most important to you when searching for a technology partner?




Identifying the Right Solution

Questions to Ask 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?”

 Will users have different store experiences from other users?



Questions to Ask Your Clients:

 Who will be using your store?

 Employees

 Marketing Team

 Why will they be using your store?

 Incentive Program

 Uniform Program

 Tradeshow

 What limits and controls do they need?





BrightStores Solutions

Company Store Platforms:



Bright Sites



Expert



Pro



Basic










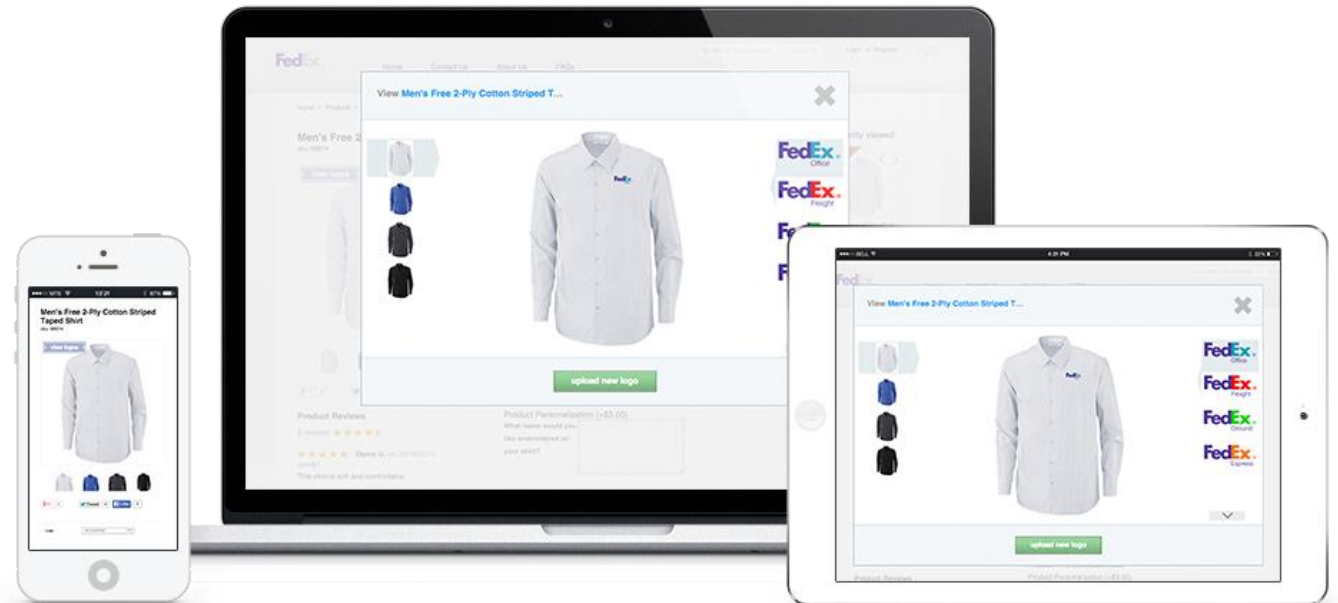
Punchout











Points

Company Store Trends:

-  Mobile Friendly
-  Virtual Logo Capabilities
-  Custom Domain Names
-  Retail Functionality
 -  Product Reviews
 -  Related Products
 -  Recently Viewed Products



Company Store Trends:






-  Live Inventory Tracking
-  Marketing & Incentive Features
 -  Coupons Codes
 -  Gift Certificates
-  Permission Controls
-  Integration Friendly
 -  Single Sign On (SSO)
 -  Punchout

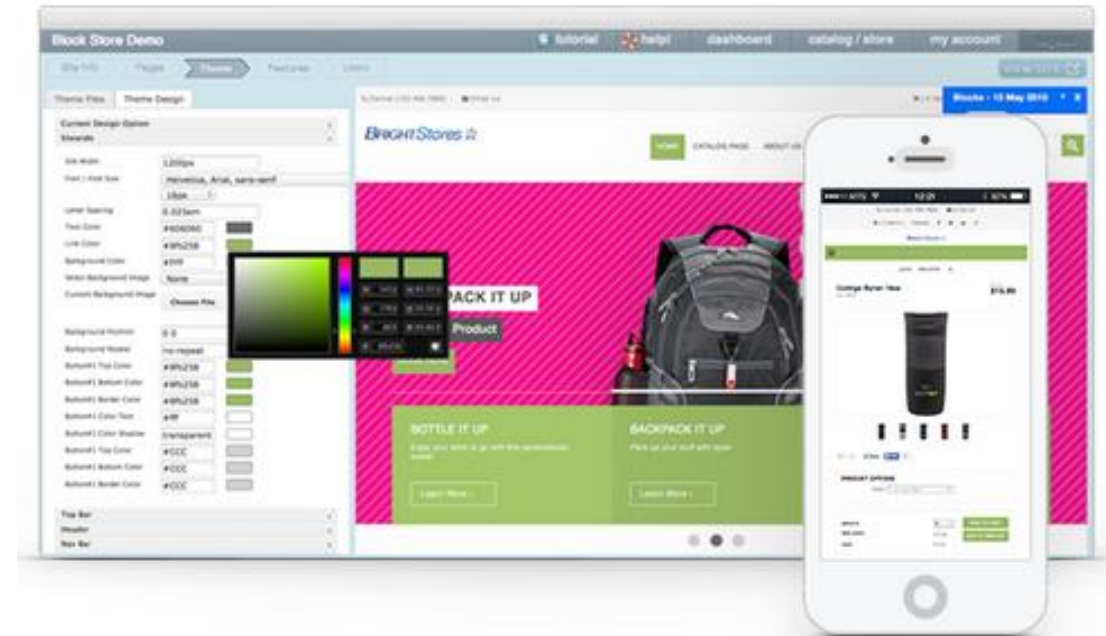




Building Your Store

What to Expect:







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

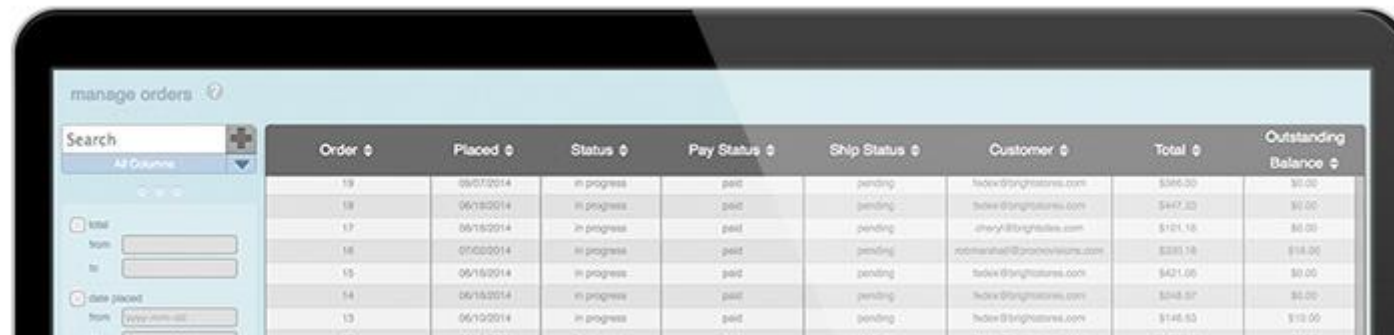




Managing & Supporting Your Store

Company Store Management Made Easy










-  Stay Organized with Order Management & Fulfilment Features
 -  Order Statuses & Product Details
 -  Payments & History
 -  Shipping Confirmations & Tracking Numbers
-  Advanced Reports & Custom Report Builder
-  Automated Emails between Shoppers, Administrators, and Fulfilment Houses

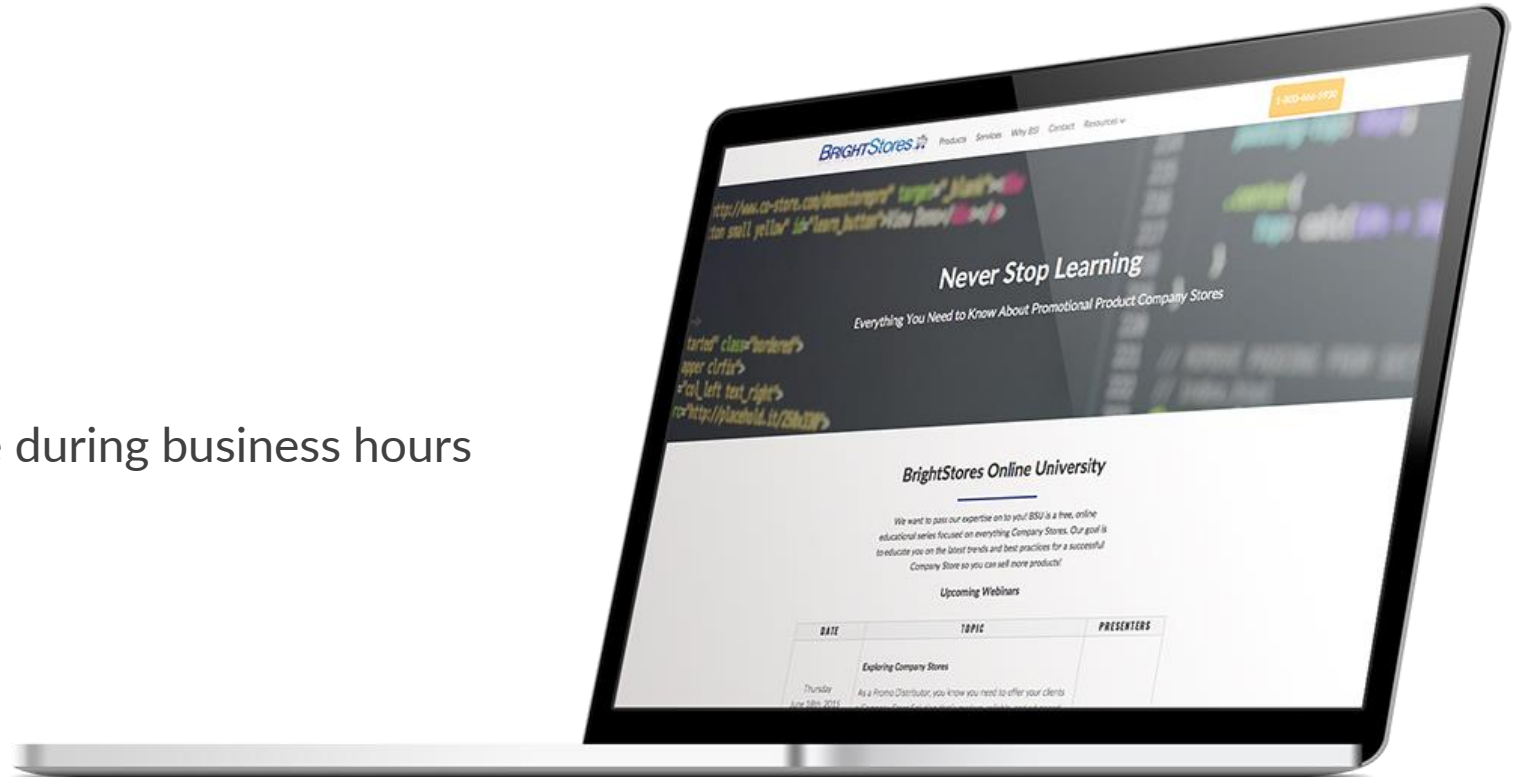


The screenshot shows a 'manage orders' interface with a search bar and a table of orders. The table has columns for Order #, Placed, Status, Pay Status, Ship Status, Customer, Total, and Outstanding Balance. The data is as follows:

Order #	Placed	Status	Pay Status	Ship Status	Customer	Total	Outstanding Balance
19	05/07/2014	in progress	paid	pending	hdx@brightstores.com	\$345.00	\$0.00
18	05/15/2014	in progress	paid	pending	hdx@brightstores.com	\$447.00	\$0.00
17	05/15/2014	in progress	paid	pending	cheryl@brightstores.com	\$121.15	\$0.00
16	07/02/2014	in progress	paid	pending	robmarshall@brightstores.com	\$331.58	\$18.00
15	05/15/2014	in progress	paid	pending	hdx@brightstores.com	\$421.00	\$0.00
14	05/15/2014	in progress	paid	pending	hdx@brightstores.com	\$248.87	\$0.00
13	05/12/2014	in progress	paid	pending	hdx@brightstores.com	\$148.52	\$13.00

Supporting Your Company Store

-  Full Online Support Suite
 -  User Guides
 -  Knowledge Based Articles
 -  On-Demand Training Videos
-  Dedicated Support Team – Available during business hours
 -  Sales
 -  Design
 -  Troubleshooting
-  Our New Website! Bright Stores University



Ready to Talk?



Phone: 1.800.466.5930

Email: Marketing@BrightStores.com

 Check Out Our New Website! www.BrightStores.com

 Next Webinar “Empowering Distributors – Selling Company Stores to Your Clients”

THANK YOU!



Questions

Survey Question

 What can we do to help you sell more Company Stores to your clients?