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**Company Store Success:
5 Steps To Increase Your Sales & Income**

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What is eCommerce?

B2C or B2B transactions made solely online

Promotional Products eComm websites have evolved from “request info” to “add to cart” and allow customers to complete the entire transaction online. Most common applications:

- **Pop-up shops:** Gift programs, special events
- **Online Stores:** Company stores, incentive programs



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What keeps people from offering online stores?

- General lack of understanding
- Feeling overwhelmed/not knowing where to start
- Software
- Inventory position/financial investment required many cases
- Minimum order quantities
- Time commitment
- Minimum spend
- Tax
- Packaging
- Shipping points
- Shipping costs vs estimated rates



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Ready to overcome and get in the game?

- Cost vs Value equation
- Scalability



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STEP 1: Realize that eComm isn't for everyone!

Technology has come a long way, but creating and managing eCommerce for your clients still takes time and resource. Not everyone needs or is a good fit for an online store.

- Who in your client list qualifies or would be a good candidate for an online store?
- Who in your client list is not a good fit for an online store?



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STEP 2: Pick the right products!

Choose products that are popular and in-demand, but also . . .

Set yourself up for success.

- Build solid partnerships with suppliers who offer low MOQs and can POD
- Geographical considerations

Trade shows like ASI Orlando present a unique opportunity to take time on the showfloor to connect with suppliers you may have not in the past. Engage suppliers in conversation and get to know what their capabilities are from the product, print, packaging, and kitting/fulfillment standpoints.



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STEP 3: Show me the money!

But seriously . . . how will you get paid and how much will it cost?
This is a pretty important consideration. Will you accept:

- Credit Cards
- Purchase Order
- Gift Cards
- Redemption Codes

And what are the fees and implications associated with each?



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Step 4: Choose your partner wisely!

- What is most important to you and your client?
- What services does your potential partner offer now and do they have a plan in place to help you plan for success? (scalability)
- What are all potential costs associated with this partner?
- Ask around - ASI Exclusive Facebook Group/Community Members



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STEP 5: Keep things simple

We've created a handout to help you ask the right questions of your potential eCommerce partner and get started on the right track from the get!

Visit *Proforma.com/companystoreinfo* to view or download.



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Your 5 Steps to Increasing Sales and Income with company stores:

- Know your clients and who is/isn't a good candidate
- Pick the right products
- Understand payment options and fees
- Choose your partner wisely
- Keep things simple
 - Know your offering
 - Present your offering
 - Prepare for success!



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In summary . . .

Introducing eCommerce into your service offering, or switching things up and partnering with the right provider can be a game changer for your business.



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Questions?

Let us know how we can assist.
Always here and happy to help!

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