



DIAMOND
DATA SYSTEMS
CONNECTING PEOPLE WITH TECHNOLOGY

The Uniform Solution

Enhancing Your Retail Sales with the WebStore

2:45pm to 4:15 pm

Session II

 **THE UNIFORM
SOLUTION**

Show of Hands

- ▶ Who has bought an item on the internet?
- ▶ Who has bought an item on the internet in the last 2 months?
- ▶ If you buy on-line, so does your customer



It's Time to Embrace eCommerce

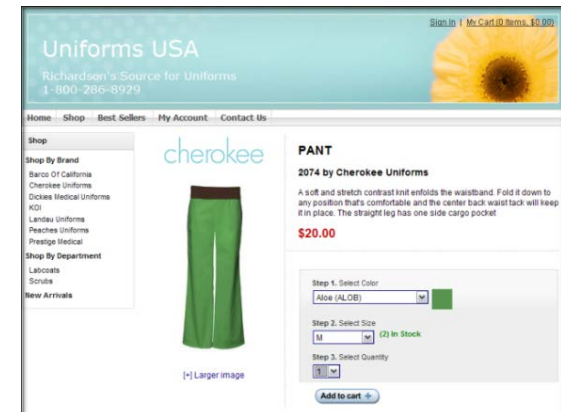
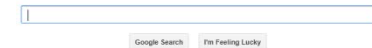
▶ 20–30 Years ago

- Answering machines were indispensable
- Fax machines and computers were magical
- The internet and email did not exist
- Yellow page ads drove customers to your retail store



▶ The World Has Changed

- People search on-line for stores in their area and the yellow pages (in print form) are hardly relevant
- A WebStore is required to meet the shopping and buying needs of your customer
- On-line sales are growing 10%+ a year



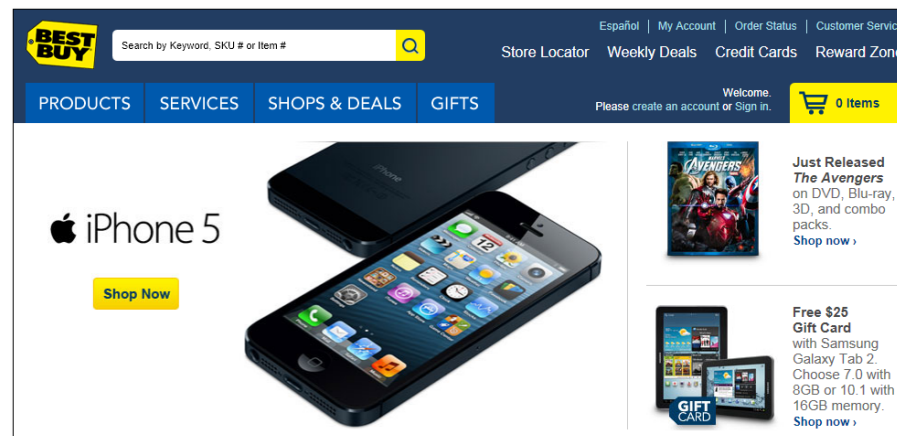
What Has Changed?

- ▶ Access to Information is Virtually Instantaneous
 - The internet is now on every computer and millions of smartphones
 - Consumers have come to expect instant access to information that empowers them!
 - Calling a store and talking to someone is what a business wants, but it's not what today's savvy consumer wants
 - Most information can be accessed on the internet faster than asking someone with the knowledge – and definitely faster than making a phone call
- ▶ Your New Generation of Shoppers Have Always Had the Internet
 - These consumers expect on-line access to satisfy their needs
 - If you don't provide it on-line, their first choice is to simply find it somewhere else
 - My kids always look on-line for items first



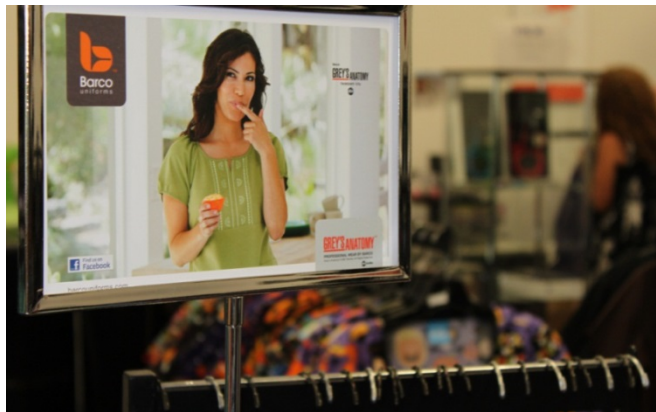
There is Good News

- ▶ Access to information that empowers the consumer does not mean they want to buy from outside their geographical area
- ▶ They often find items on-line and shop local
 - They use the internet to narrow their options and see availability
 - They use expertise in the stores for their purchases



Why an eCommerce Site Matters?

- ▶ It provides information about your company like store location(s), hours, and photos to entice customers to come to your store
- ▶ It provides information on the products in your store so a customer can decide if they want to come to your store



Why Shop On-Line and Locally

- ▶ Pick up Items at the Store
 - You can find out if an item is in-stock before going to the store
 - You can order items not in-stock anywhere anytime – without coming into the store just to place an order (great for Groups)
- ▶ Items Shipped to the Customer
 - They can exchange and return items without paying shipping
 - The customer may prefer to support local businesses



peaches
UNIFORMS

TOP

8403 by Peaches

Med Couture scrubs are made in E-Z Flex stretch fabric for added fit. Subtle stitching for added fashion detail. Pen pockets, velcro accents and added invisible pockets inside of large pockets.

Price \$23.00
Compare at \$26.00

Step 1. Select Color
Black With Raspberry (BKRS)

Step 2. Select Size
M (2) In Stock

Step 3. Enter Quantity
1 (1 to 10)

[+] Larger image

Update Cart +

There is Great News

- ▶ The days of finding a website developer, overpaying for development and being disappointed with results vs. cost are over
- ▶ eCommerce is built into The Uniform Solution
- ▶ Embracing this technology will help ensure your business thrives/survives the next 20 years

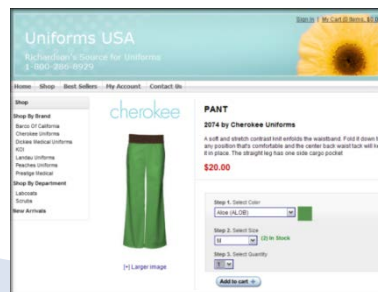
On-Line Selling Fears

- ▶ Need to Buy Extra Stock
- ▶ Too Many Orders
 - [Employees Cheering Internet Orders](#)
 - Too Much Work



Quelling On-Line Selling Fears

- ▶ You Do NOT Need to Buy Extra Stock
 - Your WebStore is an extension of your retail store
- ▶ You Will NOT get Too Many Orders
 - You will be targeting your existing customers
 - You will be changing how your customer buys, not dramatically increasing the number of sales from out-of-the area
- ▶ It is NOT Too much Work
 - The WebStore integrates seamlessly with The Uniform Solution
 - You can sell the same items at the same pricing
 - Set up can be done in minutes and provide a professional WebStore
 - Images are automatically provided by major uniform vendors
 - Fulfilling WebStore orders is no different than fulfilling a Special Order placed by a walk-in customer



What Can I Expect

- ▶ A slow ramp-up that may take months to educate yourself and your customers on utilizing this new (and required) business model
- ▶ Incremental sales that pad your bottom line and are no longer lost to national websites



WebStore Orders per Month	Percentage of Active Web Stores
1-10	79%
10-20	6%
20-50	3%
50+	12%

The Keys to Your On-Line Success

▶ Outside Sales and Group Selling

Provide on-line access to items and pricing using a sign-in code

- Offer Special pricing and discounts
- Offer terms and payroll deduction
- Promote the benefits of buying local

▶ Advertise Your WebStore Everywhere

Your customer has to know you want their on-line business

- Store Receipts
- Business Cards
- Postcards, Flyers, Promotional Items
- Building and Doors
- Email directly to your customers promoting items and events on the WebStore

Contracts are for Groups

- ▶ Lists of Items at Specific Discounts or Prices
 - Can be assigned to a store, a customer, or used for Group Login in the WebStore
 - Have an “active” date range
 - Performance is tracked at the contract and item levels
 - Tip: Can be added to the Shop Menu and do not require a login

Changing Contract (Contract No. 100)

Name: URA ☒ Active

Category: GROUP

Start Date: 9/24/13

End Date: 9/24/13

Contract Purchases

Quantity:	0
Amount:	0.00
Retail:	0.00
Cost:	0.00

OK Cancel

1. Items 2. More 3. WebStore

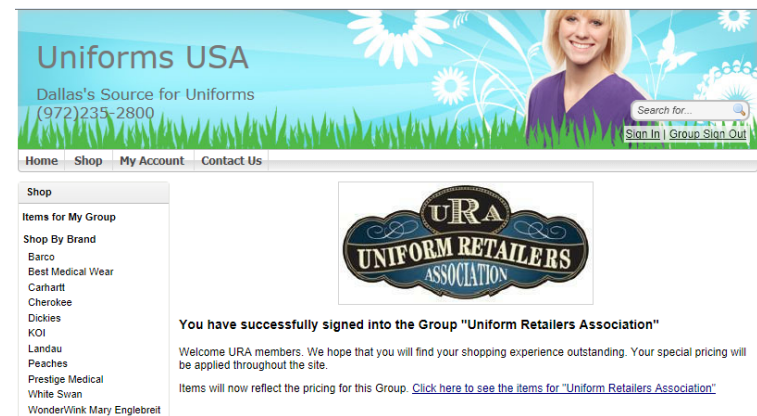
Scan/Amt: F7-Lookup (Alt + F7) ☒ Always use the contract price

Discount	Item	Sold	Pricing
Item	CHE-2074 (All Colors and Sizes)		20% off retail
Item	LAN-7502 (All Colors and Sizes)		10% off retail
Item	LAN-8320 (All Colors and Sizes)		10% off retail

Item Notes ☐ Review contract notes at the point of sale

Welcome URA members. We hope that you will find your shopping experience outstanding. Your special pricing will be applied throughout the site.

Show deleted F9-Print



How To Advertise Your Website

► At the Checkout Counter

- Print the website address on the receipt and tell the customer about your website when you hand them the receipt. You can even circle the address on the receipt as you tell them.
- Setup WebStore access for accounts in The Uniform Solution by recording their email in the WebStore tab and setting a temporary password of 12345.
- Briefly explain the advantages of buying on-line and local and ask for their on-line business
- Always get your customers email address with their account details

10/12/2010	Ref No. 1
03:21PM	Station 1
Uniforms USA	
2100 Republic Drive	
Dallas, TX 75081	
(972)235-2800	
www.uniformsrichardson.com	
Transaction	Special Order
Clerk	Owner
Est Delivery	10/20/2010
Sold To	Acct No. 57
Baylor Medical Center	
Foundation 401 W Campbell	
Richardson, TX 75081	
(972)498-5000	
Ship To	Acct No. 14
Glen Estes	
5947 Parker Rd	
Plano, TX 75063	
(972)517-8509	

How To Advertise Your Website and Store

- ▶ Google
 - Don't worry about the search engines – We include the proper search tags and Google will include you on local searches likes “Uniforms Nashville”
- ▶ Email
 - Use Email
 - Use Email
 - Use Email
 - It's virtually free
- ▶ Mimic ideas and strategies from the best local AND on-line retailers
 - Sign-up for email notifications from top retailers
 - Notice what they send you and what they do to entice you to shop with them – in their stores and on-line



Driving the Customer to Your Web and Retail Stores

- ▶ Change your Home Page monthly or seasonally and highlight new products the customer may want to come in and see or buy on-line
- ▶ Send monthly emails to customers promoting new items or highlighting a vendor
- ▶ Target Groups and provide them with a Group Login to access special pricing or items



The Uniform Solution WebStore Workshop

WebStore Setup Components

▶ The WebStore Configuration Form

- Contains all preferences, settings, and design options for a WebStore
- Is used to select **Vendors** to include in the WebStore

▶ Content Pages

- User definable Web Pages made up of text or objects (i.e. items, graphics, brands)
- Referenced by a WebStore Configuration

▶ Pre-Defined Content

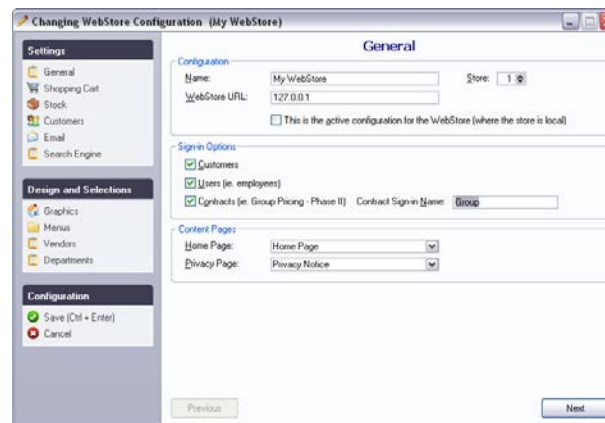
- Called by menu items and objects on a Content Page
(i.e. Shop by Brand/Department, Sign-In, Customer Menu, Employee Menu, Run a Report, etc.)

▶ Products Items Included in the WebStore

- Either include all or selected items for a vendor

The WebStore Configuration Form

- ▶ WebStore Configurations (Setup > WebStore)
 - Contain preferences and selection options that control the display and operation of a WebStore
 - Select Preferences (cart, stock, emails, customers, header graphic, titles, etc.)
 - Choose Brands and Departments to Include
 - Customize the Menu and Menu items
 - Content Pages are assigned to Menu items and the Home, Contact Us, and Privacy Page options
 - Use store settings for pricing, store stock, etc.



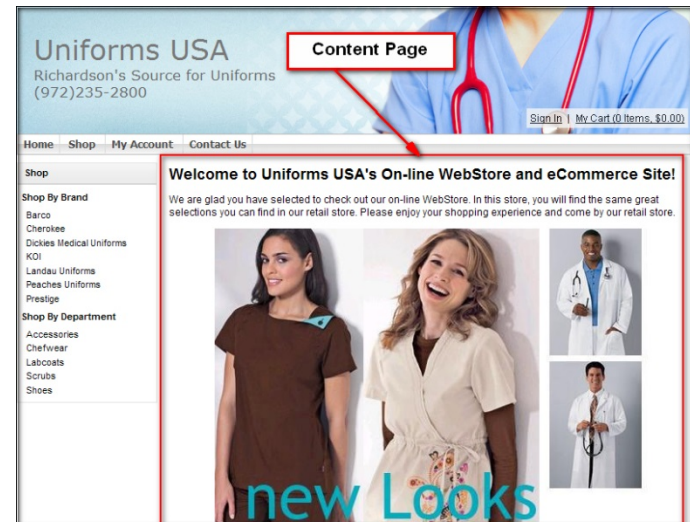
Content Pages

- ▶ User Defined Web Pages Referenced by a WebStore Configuration
- ▶ Display Content (text and graphics) in the WebStore
 - *.htm or *.html files
 - Used by Menu Items in a WebStore Configuration (or Home Page, Privacy Page)
 - User Defined
 - Pages are built from rows of Text or Objects (1–4)

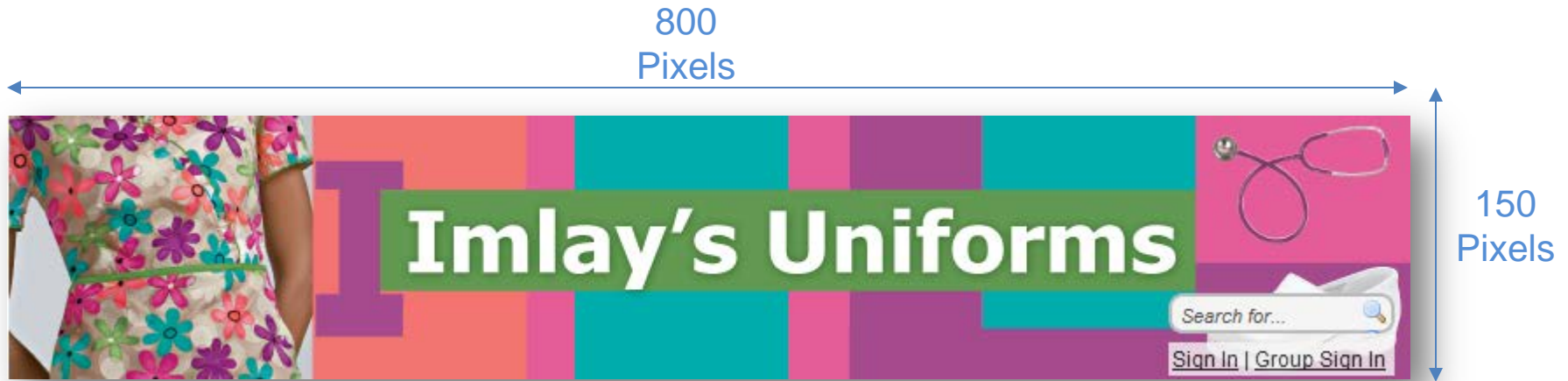
Define

Section	Details
Text (Heading 1)	Welcome to Uniforms USA's On-lir
Text (Paragraph)	We are glad you have selected to
Object(s)	1 Column

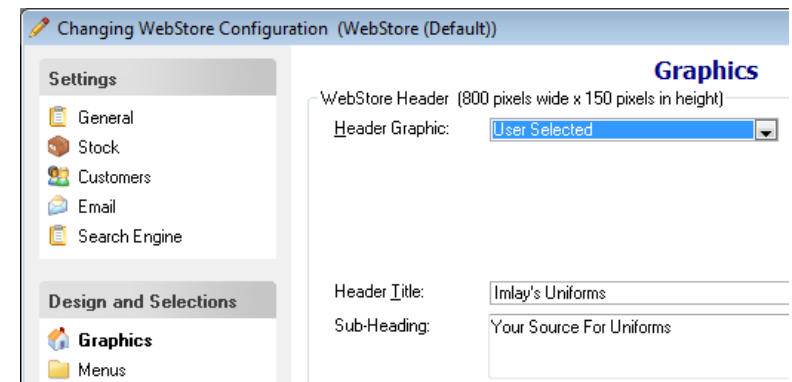
Result



Custom Header Images



- ▶ Display your corporate brand in your header



Using a Custom Header Graphic

▶ Workshop

- View the current WebStore by selecting the **WebStore** button in the Toolbar. Notice the Header Graphic
- Select **Setup > WebStore**
- Double-Click the “**WebStore Default**” configuration to Edit it
- Select the “**Graphics**” option in **Design and Selections** on the left
- In the “**Header Graphic**”, select the 1st option in the list “**User Selected**”
- Click the “**Select Image**” button and choose:
“**DDS WebStore Header.png**”
- Remove the text in the 2 fields below the graphic (1) **Header Title** and (2) **Sub-Heading** (since it’s already in the Graphic)
- Save the Configuration changes (lower left) and hit “**Refresh WebStore**”.
- Select the **WebStore** button to see your changed Header Graphic

Changing Your Home Page

▶ Workshop

- Step 1 – Modify Text (2 Sections)
 - Select **Setup > WebStore > Content Pages** Button
 - Right-click “**Home Page – URA 2014**” and select **EDIT**.
 - Edit the Section Text “**Try Out Group Sign-In**” to read “**Come See our New Fall Inventory**”
 - Replace the Section Text “**We would love...**” with “**Our new fall inventory is not only fashionable but affordable. We love to see you, so come on by anytime.**”
- Step 2 – Modify the 1st Graphic
 - Edit the Object with Details “**1 Column**” below the line you just edited
 - Select the “**Setup**” button to edit Object 1
 - Right-click the **4 Stretch** graphic and choose **Select Image**.
 - Choose “**CID Wonderflex.jpg**”
 - **Save** the Object, **Save** the Content Section, **Save** the Page
 - Select “**Refresh WebStore**” on the WebStore Configuration List
 - Check out the WebStore for the changes

Setting Up a Contract for Group Sign-in

▶ Workshop

- Select Lists > Contract
- Edit the Contract “October WebStore Sale”
- Review the items and discounts on the contract just for familiarity
- See the notes at the bottom too
- Select the **WebStore** Tab
 - Check the box “Include in WebStore”
 - Update the Display Name to “October On-Line Sale”
 - Set the Sign-in Code to 4321
 - Check the box “Show Contract Notes on Sign-In”
 - Save the Contract
 - Refresh the WebStore
 - Select the **WebStore** button on the toolbar and use the “Group Sign-in” to log in using 4321

Changing Contract (Contract No. 2)

Name: October WebStore Sale ☒ Active

Category: SALE

Start Date: 9/01/14

End Date: 10/31/14

Contract Purchases:

Quantity:	0
Amount:	0.00
Retail:	0.00
Cost:	0.00

1. Items 2. More 3. WebStore

WebStore

☒ Include in WebStore

Display Name:

Sign-in Code:

☐ Show contract notes on sign-in

Graphic:

Select Image

Note: Only Style and Product Contract items will be included in the WebStore's List of items for the Contract/Group. These contract items must specify at least a Vendor and Style or a Vendor and Product. Other Contract items will be used for pricing only.

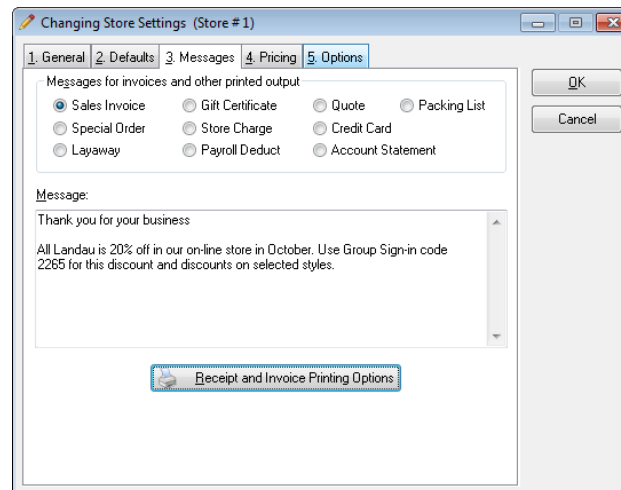
☐ Show deleted

F9-Print

Modifying Your Receipts

► Workshop

- Select **Setup > Store > Update Store Settings > Messages** to update the message on Sales Receipts
- In the Message field, update the code to **4321** (matching our contract)
- Replace **Landau** with **Cherokee** to match the Contract
- Save your changes
- Reprint a “Sales” receipt if you wish to see your changes



Modifying a Page of Best Sellers

▶ Workshop

- Select **Setup > WebStore > Content Pages** Button
- Right-click “**Best Buys – Fall 2014**” and select **EDIT**.
- Edit the first item in the list with an **Object** and **4 columns** in the list
- Select the **Setup** button for the Landau 7502 Top
- Change the item to “**WKS-6016A-GAP-L**” (using the Select Item button)
- Change the Text displayed to:
 - Line 1: Wonder Wink 6016 Top
 - Line 2: Starting at \$13.50
- Select **OK** to save the Object form, Save the Content Section, Save the Page
- Select “**Refresh WebStore**” on the WebStore Configuration List
- Check out the WebStore for the changes

Best Buy Selections

The items listed below are our best selling items. We believe they offer the greatest value you can find by providing a great look and the durability you find in exceptional products.



[Cherokee 190 Pant](#)
Starting @ \$19.00



[Landau 7502 Top](#)
Starting @ \$15.00



[Carhart Pant](#)
Starting @ \$23.00



[Barco 4232 Pant](#)
Starting @ \$29.00

Questions