The Uniform Solution

Session II – Connecting to your Customers
1:30 pm to 2:00 pm

Welcome to Session II

Show of Hands

- Who has bought an item on the internet?
- Who has bought an item on the internet in the last 30-60 days?
- If you buy on-line, so does <u>your</u> customer

amazon   ♥allheart
America's Medical Superstore

It's Time

- 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 <u>required</u> to meet the shopping and buying needs of your customer
  ◦ On-line sales are growing 10%+ a year

1

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 todays 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

The Uniform Solution – Session II   10/14/2012   5

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

The Uniform Solution – Session II   10/14/2012   6

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

The Uniform Solution – Session II   10/14/2012   7

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

The Uniform Solution – Session II   10/14/2012   8

There is Great News

- The days of finding a website developer, overpaying for development and being disappointed with results vs. cost are over
- Jumping into eCommerce just requires faith like getting The Uniform Solution (i.e. POS systems) took in the 1990's
- eCommerce is built into The Uniform Solution
  - The Uniform Solution includes an integrated WebStore
  - Setup, Configuration, and Deployment help is included with Shopping Cart Activation
  - 2 Hours of Technical Support is included each month with the Shopping Cart Fee
  - Your website will be up a running before you pay your first monthly fee
- Embracing this technology will help ensure your business thrives/survives the next 20 years

THE UNIFORM SOLUTION

The Uniform Solution – Session II   10/14/2012   9

On-Line Selling Fears

- Need to Buy Extra Stock
- Too Many Orders
  - Employees Cheering Internet Orders
- Too Much Work

The Uniform Solution – Session II   10/14/2012   10

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

The Uniform Solution – Session II   10/14/2012   11

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 allheart

Sept 2012 WebStore Orders per Month	Percentage of Active WebStores
1-10	79%
10-20	6%
20-50	3%
50+	12%

The Uniform Solution – Session II   10/14/2012   12

The Keys to Your On-Line Success

▸ **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
▸ **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

The Uniform Solution – Session II   10/14/2012   13

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
▸ New! Can be added to the Shop Menu and do not require a login

The Uniform Solution – Session II   10/14/2012   14

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 <u>ask</u> for their on-line business
  ◦ Always get your customers email address with their account details

The Uniform Solution – Session II   10/14/2012   15
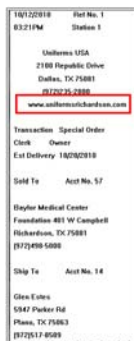
How To Advertise Your Website <u>and Store</u>

▸ **Email**
  ◦ Use Email
  ◦ Use Email
  ◦ Use Email
  ◦ It's virtually <u>free</u>
▸ **Mimic ideas and strategies from the best <u>local</u> AND <u>on-line</u> 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

The Uniform Solution – Session II   10/14/2012   16

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 – Session II   10/14/2012   17

Questions

The Uniform Solution – Session II   10/14/2012   18