The Uniform Solution
Enhancing Your Retail Sales with the WebStore
2:45pm to 4:15 pm
Session II
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
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

<table>
<thead>
<tr>
<th>WebStore Orders per Month</th>
<th>Percentage of Active Web Stores</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–10</td>
<td>79%</td>
</tr>
<tr>
<td>10–20</td>
<td>6%</td>
</tr>
<tr>
<td>20–50</td>
<td>3%</td>
</tr>
<tr>
<td>50+</td>
<td>12%</td>
</tr>
</tbody>
</table>
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
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.

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[Website Address: www.uniformsrichardson.com]
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 like “Uniforms Nashville”

- **Email**
  - Use 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)
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 1\(^{st}\) 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
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
Questions