Strategies to End the Year Strong
+ Your 2019 Technology Preview

WEBINAR
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Your Presenters

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Why BrightStores?

**We know Company Stores**
Our expert staff is on hand to assist you every step of the way to help you launch your store.

**We know Promotional Products**
Our solution is built specifically for Promotional Product Distributors with features unique to our industry.

**We’re Your Technology Partner**
We’ve been designing, building, and hosting Company Stores for over 15 years for the world’s most recognizable brands – we are experts!
What we’ll cover today:

2018 Store Audit

Preparing Your Store for the New Year

Selling Online Stores in 2019

BrightStores Technology Preview

Live Q&A Session
2018 Store Audit
Three Steps to Review The Success of Your Store
Step 1: Run Reports

Run store reports to identify strengths & weaknesses.

Product Sales Report
- Determine what products are selling well.
- Look at what type of products shoppers are buying.

Inventory Report
- Is it time to restock or clearance slower moving inventory?

Users
- Are there inactive users that need to be deleted?
Other Areas to Review

Account Balance Report & Budget Report
- Any balance or budget increases or decreases that the client should take into account for the new year?

Coupons
- What coupons have been redeemed? Are they driving sales?

Store Processes
- Do you feel there are processes that can be streamlined?
Step 2: Meet With Your Client

Talk about what you discovered after looking at the reports.

- Do Budgets & Account Balances need to be reset for 2019 or should they rollover?
- Discuss products that aren't selling and suggest alternatives.
- Ask your client for an updated list of users.

Are employees using the store?

- Is there an internal employee advocate?
- Do they need to market or incentivize employees?
  - Coupons & Gift Certificates

Promote an update to the Store Design.
Step 3: Create New Opportunities

Same Client, New Opportunities

A Company Store doesn’t need to be the only way you receive orders. Proactively create opportunities to reach out to your client.

Potential Ideas

- Suggest adding new trending products or seasonal items.
  - Example: Beanies in the Winter
- Gather important dates and set reminders to follow up.
- Suggest starting a Rewards & Recognition Program.
- Help them create a “new employee” or “onboarding” package.
Preparing Your Store for the New Year

Put those changes into place.
Updating Your Store for 2019

Your Company Storefront looks great but a slight change or update can give any store new life.

Update Store Design
- Refresh Images & Homepage
- Update Branding
- Put Together an FAQ
- Add a Contact Us Page

Checkout Page
- Hide Unused Fields
- Preload Frequently Used Addresses
Updating the Products

Professional, clean images and engaging product descriptions can help the products in your store sell.

Ways To Give Your Products A Refresh
- Add New Trending Products
- Regularly Swap Out Featured Items
- Update Product Information & Images
- Remove Slow Selling & Discontinued Products
- Add Personalization & Customization

Now, it’s time to present the newly updated store to your client!
Selling Online Stores in 2019

Company Store Sales Forecast
Company Stores & Simple Stores

Data & Facts

- “43% of distributors used the internet to sell promo products last year.”
- Online sales make up almost a quarter of the Industry’s Total Sales.
- 64% of Distributorships have Company Stores.
- “Online sales volume increased by a astounding 28.1 percent, driven by increased online sales from both large and small distributors.”

Resources:
What do we expect for 2019?

Demand for online promo stores is going to continue to grow.
BrightStores Technology Preview
What We Expect to Deliver in 2019 to Help You Stay Ahead
Company Stores: Coming in 2019

Virtual Samples/Variable Data
- Custom Font Loader
- Improving Ease of Set Up

Advanced Gift Certificate Feature
- Send a Gift Certificate to a Shopper

Promo Standards
- Product Database Expansion

System Enhancements
- Improving Overall Interface & Security
Integrations: Coming in 2019

Integrations come in all shapes and sizes and can significantly enhance your Company Store by allowing it to communicate with our other platforms and outside systems.

2019 will bring a big focus on integrations. We are continuously working on building integrations with outside systems and within our own.
These are just a few improvements. But there will be so much more!
Simple Stores: Coming in 2019

Additional Feature Options
- More Powerful Simple Stores
- Expanded API’s

System Enhancements
- Improved Administrative User Experience
- Ease of Store Setup
- More Intuitive Flow
- New Account Creation Process
Order Management: Coming in 2019

Updated User Interface
- Improved User Experience
- New Intuitive Flow
- Easier Account Creation
- Expanded Client Capabilities
  - An Order Management System for you AND your client!
  - Direct Access to Support Suite from BOP

Purchase Order/Invoice Management
- Improved Functionality
- Updated PO/Invoice Creation
What’s Next?
2019 PPAI Expo

Booth 3275
- Near the Beer Garden

Live Demos at our Booth
- Company Stores
- Simple Stores
- Order Management
- Virtual Samples

Weekly Virtual Demos
- Company Stores, Tuesday at 11am MST
- Simple Stores, Wednesday at 11am MST
We’re here to help you sell more.

Sales & Marketing Support
- Let’s talk about what your client needs.
- We can help you present a solution.
- BrightStores Distributor Sales Tools

Training & Orientation
- Company Stores Personalized Training
- Simple Stores On-Demand Video Training

Full Access to Support – Always!
- Online Training Articles & Videos
- Unlimited phone and email support with our team.
Next Month’s Webinar

BrightStores 101

www.brightstores.com/company-store-webinars
Questions?