

Increasing Your Online Orders: Make It Easy and They Will Come

Have B2B End-Users Never
“Unplug” From Your Website

Presented by:
Integrated Supply Consultants





"7 Strategies For Reinventing Your Dealership"

Cover Story January 2008 Print
Solutions State of The Industry

What's Your Strategy?

Internet Retailer Fast Facts

- Staples: #2
 - Average order size: \$325
 - 27% of all sales come through website
 - \$4.9B @ 29% growth
- Office Depot: #3
 - Average order size: \$412
 - 29% of all sales come through website
 - \$4.3B @ 13% growth
- OfficeMax: #6
 - Average order size: \$425
 - 32% of all sales come through website
 - \$2.8B @ 11% growth
- Office Products was 14.7% of total 2006 internet sales



What are Your Goals to develop E-Commerce traffic?

- Are you committed to the effort?
 - Why? or why not?
- What percentage of sales dollars do you want to drive through your website?
- Who will sell it?
 - Will it be a primary effort of your sales team?
 - Sales people should be very comfortable
 - If not, how do you sell it?
- How will you market it?
- Will you incent them to place orders?
 - How?



Why Do Your Customer Use Your B2B Website?

- To place orders, obviously
 - What kind and of what product?
 - Do they order all your categories or just some?
- What other reasons do your customers have to come to your website in between orders?
- What other reference or useful resources are available at your site that the end-user will find useful?
- How easy is it to use your e-commerce solution?
 - Is it intuitive? i.e. ***does it know your customer?***
 - Does it anticipate the customer's needs and questions?



Evaluate Competitors' Successful Features

- Evaluate your competitors' successful features and make sure they are part of your ecommerce platform
 - “best of class” website features
- How do you know what's best? Measure.
 - Look at the response time for your website
 - Product search engine within the website
 - How easy is it to find products?
 - What is your percent growth of online orders?
 - What is your average order size?
 - How often is your site visited?
 - What do your customers click on? What do they buy?
- *Begin to know what your customer buys & their needs*
 - *The ultimate customer relationship management **CRM***

An Integrated Communications Platform



Structured Web can be embedded into an existing website to capture all of the tools shown here. Tie it all together...

StructuredWeb

Factors Affecting Order Profitability: Web-Placed Orders Are Most Profitable

- **Order size**
 - Making more of your company's product categories available for each purchase order
 - Catalog browsing among categories to place on one PO
- **Line value**
 - inks and toners and tech products
 - High margin dollars/ low freight costs
- **Cost to process order**
 - Extreme automation results with low cost to serve and high net profitability
- **Returns** are extremely low



Key Website Features for Business Products

- How easy is it to find your ink and toner?
 - Use the manufacturer and model number
- What did I order last time?
 - Favorites or duplicating last invoice
- What's on promotion?
- Automated coupon marketing (Quantum and DemandBridge both have)
- Customer loyalty programs
- Manufacturer rebates
- Is it easy to find best product price values or specific brands?



What Have You Done for My Procurement Process Lately?

- Buying office products is merely a transaction
 - So, make it easy and efficient!
- Finding the product (search your catalog)
- Locating the vendor (that's you!)
- Pricing the PO (I need to know my price!)
- Placing an order (NOT calling the rep)



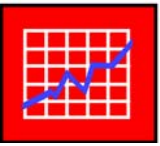
What Have You Done for Me Lately? (cont'd)

- Receiving the product when I need it (3-5 pm is not next day)
- Distributing to my cost centers (or, let Tony on the dock do it...!)
- Charging-back so I can budget (where's all the money go?)
- Paying for the stuff (I'll pay you only if I can figure out your invoices)

JumpTech: Ultimate PPM



- Streamlines "Requisition to Order" process
- Focuses directly on lowering procurement costs
 - provides a procurement process improvement-solution
- Scan/ Dock/ Order
- Already integrated for eQuantum Users
- JumpTech will create and assign bar codes for *any* of your products!
 - Create a catalog on demand



CS Techniques for Happy Customers

- Incomplete orders wreak procurement process havoc!
- Order Acknowledgements
 - Underused tool
 - let you customers know what's not coming...*ahead of time!*
 - Suggest alternatives



Content Rich Site: Example

- Your website must be a resource for your customer for something other than placing an order
 - Frequency of visits has direct correlation to sales dollars and conversions
- Updated constantly with fresh material & content
- This distributor uses easily available marketing materials (upload pdf format) from OP wholesaler
- ASI catalog links



- Home
- Printing
- Promotional Prod.
- Marketing
- Office Products
- Contact Us

- Email Blasts
- Specials
- Rebates
- File Transfer
- Catalog/Sample Request

Specials!

Smart Deals - February 2008

To view the entire booklet (3MB PDF), click [here](#). Or, click a page below to view it.

Big Savings - January-March 2008

To view the entire booklet (1.5MB), click [here](#). Or, click a page below to view it.



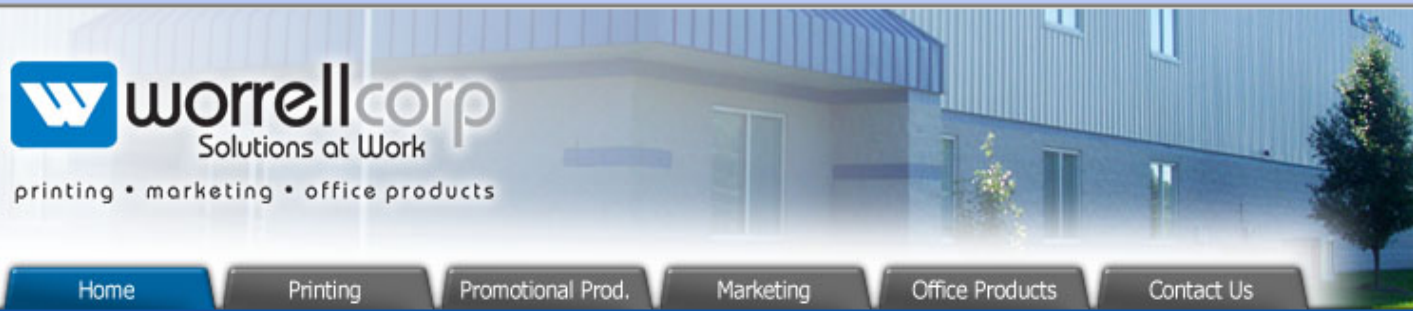
Online Ordering *(login is CaSe SeNsItIvE)*

Buyer ID:

Password:

Forgot your password? Click [here](#).








- Home
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- Email Blasts
- Specials
- Rebates
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Rebates

 **FREE Gas Card with Hammermill Paper Purchase (\$50 Gas Card by mail)**
Buy 20 reams (any combination) of Hammermill Color Copy, Laser Print or Color Laser Gloss - any size - and get a \$50 gas card, for free. Purchases 1/1/08 through 6/30/08. Must be postmarked by 7/11/08

 **EPSON Stylus Photo R1800 or R2400 (\$100.00 rebate by mail)**
Get \$100 back by mail when you purchase an EPSON Stylus Photo R1800 or R2400. Expires 3/31/08

 **EPSON Stylus C120 Printer (\$10.00 rebate by mail)**
Get \$10 back by mail when you purchase an EPSON Stylus C120 Printer. Expires 3/31/08

 **EPSON Stylus CX9400 Fax (\$25.00 rebate by mail)**
Get \$25 back by mail when you purchase an EPSON Stylus CX9400 Fax. Expires 3/31/08

 **3M Privacy Filters & Monitor Arms (\$30.00 rebate by mail)**
Get \$30 back by mail when you purchase one (1) Monitor Arm and any one (1) Privacy Filter. *Purchases 1/1/2008-12/31/2008 - postmarked by Feb 15, 2009*

Online Ordering

(login is CaSe SeNsItIVe)

Buyer ID:

Password:


Forgot your password? Click [here](#).



Our online ordering system is customized to each customer, so call us today to set your company up to order online!

Do you have empty laser toner or inkjet cartridges just hanging around? Try Link 360!

For each cartridge they receive they make a donation to benefit Breast Cancer Research. Click [here](#) for more info.



Innovera Technology Items

Click the image below to view the Innovera Brochure (1MB PDF)
Click [here](#) to open the Cross Reference list for Innovera Brand compatibles.



Facility Solutions - Janitorial & Sanitation Supplies

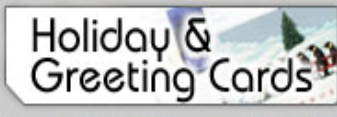
Our Facility Solutions brochure highlights Janitorial & Sanitation supplies as well as many other often needed items. Click [here](#) to view the entire brochure (3.4MB), or click on a page below to view that page.

NOTE:

Due to rising fuel, raw materials, and transportation costs affecting the industry, there will be a price increase on janitorial and sanitation items EFFECTIVE February 1st, 2008.



 Password:

 Forgot your password? Click [here](#).


Your Catalog: Is It My Catalog?

- *WebStores*: research has shown that anytime you can customize anything for the end consumer, they will use it more
- How have you made your website their website?
- As part of service, help set-up proprietary products and catalogs
 - Brand the site with the company's logo so it appears as their *intranet*

Office Supplies, Technology Products

Filing & Storage, Labels, File Folder Labels

Avery Permanent Filing Folder Labels

Create a professional and organized look for easy and quick identification. Improved adhesive guarantees labels stick and stay without lift or curl. Assorted pack contains white labels with red, dark blue, green and yellow bars. Print or write the 4" x 6" sheets using inkjet or laser printer.



SKU	Description	UOM	JumpCode#
AV05200	Permanent Filing Labels, 11/16" x 4-7/16", 252/PK, Dark Blue	PK	00000000000000000000

Mailroom & Shipping, Envelopes & Mailers, Catalog Envelopes

Columbian Duralok Security Envelopes

Security Envelopes offer excellent protection with an upscale interwoven textured appearance. Features advanced multi-layer White Wove, reinforced fiber and tinted inner poly construction which provides excellent moisture-resistance, burst-resistance and tear-resistance. Open-end. Quick and convenient Grip-Seal closure.



SKU	Description	UOM	JumpCode#
WEV0820	Security Envelopes, Plain, 9 1/2" x 11 1/2", 100/BK, White	BK	00000000000000000000

Mailroom & Shipping, Envelopes & Mailers, Clasp Envelopes

Quality Park Executive Gray Gummed Clasp Envelopes

These rugged 28 lb. envelopes feature reinforced clasp design plus deep gumming on flaps for secure seal. Executive gray envelope stock gives distinctive look.



SKU	Description	UOM	JumpCode#
QA38563	Gummed Clasp Envelopes, 28lb, 6-1/2" x 10-1/2", 100/BK, Gray	BK	00000000000000000000

Mailroom & Shipping, Envelopes & Mailers, Clasp Envelopes, cont'd

Quality Park Gummed Kraft Clasp Envelopes

These rugged 28 lb. brown kraft envelopes feature reinforced clasp design plus deep gumming on flaps for secure seal.



SKU	Description	UOM	JumpCode#
QA37010	Gummed Clasp Envelopes, 28lb, 3-1/8" x 6", 100/BK, Kraft	BK	00000000000000000000

Quality Park Heavy-Duty Kraft Clasp Envelopes

Rugged envelopes feature reinforced clasp design and deep gumming on flaps for secure seal. Extra heavy-duty 32 lb. Kraft stock.



SKU	Description	UOM	JumpCode#
QA37755	Heavy-Duty Clasp Envelopes, 32lb, 6" x 9", 100/BK, Kraft	BK	00000000000000000000

Computers, Printers & Accessories, Computer Accessories, Computer Cleaning

Compucessory All-Purpose Premoist Cleaning Wipes

Use for quick, easy cleanup of phones and office machines. Soft nonabrasive, nontoxic wipes come in convenient pop-up dispenser tub.



SKU	Description	UOM	JumpCode#
CC32423	Surface Cleaning Wipes, 100 Wipes	EA	00000000000000000000





This is your favorites

- Your Catalog
- [Account Department Supplies](#)
- [Advertising Specialities](#)
- [Brochure Builder Items](#)
- [Envelope & Letterhead](#)
- [Forms](#)
- [PRIME BUSINESS CARDS](#)
- [Warehouse Supplies](#)
- [Wearables](#)
- [Miscellaneous](#)
- [Quick Entry](#)
- [Search](#)

Order Office Supply

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- [QuickEntry](#)
- [Search](#)
- [Biggest Book](#)

SAGE

- [Search](#)

Resupply

- [Items at Reorder](#)
- [All Items](#)

Shipping Info

Ship Method: My Cost Center Drop Ship Mass Ship Custom

Cost Center ID	Address
GUEST	Prime Business Demo Client ** DEMO SITE ** 1946 South Arlington Street Akron , OH 44306 US



Bring Customers To Your Website with News and Offers...

- Newsletters that focus on relevant activities or solutions for the customer
- Use monthly give-always to increase interest and gather new names
- Upload manufacturer rebates
- Begin to understand who clicks on what
 - Traceable links
 - Personalized landing pages embedded within your website
- Instantly email leads to sales people

Personalized Landing Pages: Unique Customer Portals

Successful landing pages receive interested respondents and convert them further along the ordering process

Clickable buttons drive shoppers to shopping cart

Form captures email address & valuable profile data

SAVE 45% ON OUR MOST POPULAR ERGONOMIC CHAIRS!



Welcome Peter!
Thanks for your interest in our limited-time offer: **SAVE 45% On Our Most Popular Ergonomic Chairs!**

Take advantage of this Quick Ship offer now and you'll benefit in many important ways:

- ↳ Within 15 days you'll own stylish, comfortable chairs that fit your budget.
- ↳ Your employees will say "Thanks!" and be more productive.
- ↳ Your purchase will be covered by the Steelcase Limited Lifetime Warranty.

Now's the time to act because there's no limit to your savings. Purchase as many chairs as you need and save 45% off the list price on each chair. For your convenience, we have excellent financing and leasing programs available.

			
Leap Leap is a proven technology; a healthier way to sit.	Grew Classic design. Simple, intuitive controls right where you need them.	Think A chair intelligent enough to understand how you sit and adjust itself intuitively.	Let's B Let's B supports and comforts the body's shapes and curves.
SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW

To receive a **FREE "ergonomic tips"** primer and be contacted by a workspace consultant, please fill in the short form below. We'll get right back to you.

***Required Fields**

Company:


First Name:

Last Name:

Phone Number:

Email Address:

Address:



A 6-page downloadable booklet featuring the latest techniques on how to create a comfortable, safe workstation that will enhance employee well being and productivity.



ve,



Featured Articles



The Top 5 Biggest Mistakes People Make At Tax Time

If tax time left you scrambling last year, come prepared this time around. Know the top five mistakes tax filers make and avoid them.

[more »](#)



Avoid the Tax-Time Blues by Saving Green

Tax time doesn't have to bring on the blues. Think about all the green you could be saving, yes, saving. Follow these steps from Turbo Tax to put more money back in your pocket.


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- WILSON JONES:** Free Home Depot Gift Card [»](#)

Featured Products



-  **WILSON JONES:** Briefcase Style Expanding File [»](#)
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-  **INNOVERA:** 4-Port Hub w/retractable USB [»](#)



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Avoid the Tax-Time Blues by Saving Green

Tax time doesn't have to bring on the blues. Think about all the green you could be saving, yes, saving. Follow these steps from Turbo Tax to put more money back in your pocket.

1. Organize Your Records

Good organization may not cut your taxes but it can help you save money in the long-term. Keep all the information that comes in the mail in January, such as W-2s, 1099s, and mortgage interest statements.

Collect receipts and information that you have accumulated during the year.

Enter the amounts from all these documents into a computer program like Quicken or total them by hand and give the list to your tax preparer.

Make sure you know the price you paid for any stocks or funds you

Online Ordering

*(login is CaSe
SeNsITivE)*

Buyer ID:

Password:

go

Forgot your password? Click [here](#).



Interactive Files Tell Your Story

- Implement Web 2.0 features to your website
- *Brainshark* <http://presentation.brainshark.com>
 - effectively create, deliver, and track business communications
 - Customer views the message when they want to
 - The presentation can be well-crafted to a specific audience
- Two examples:
 - JumpTech Consumer presentation (links back to their server; loads quickly)
 - eQuantum Distributor Presentation (links back to Quantum's server; loads quickly)



About Prime

Products & Services

Online Ordering

Promotional Items

Upload File

Career Opportunities

Contact Us

Employees Only



THE POWER OF ONE

With over 30 years of experience, Prime Business Solutions is one of the largest suppliers of printing, promotional items, and office supplies nationwide. Our comprehensive product mix, worldwide distribution capabilities, along with an easy to use e-commerce system, has enabled us to be the "One-Stop Solution" for both large and small companies. At Prime, we believe in the simple premise of "being easy to do business with" and our highly trained sales and customer support team can provide you with the expertise you need to help you control your costs with quality products and fulfillment services.

Whether you choose some or all of our product options, it is up to you. Prime is here to offer the right solution for all of your business and marketing needs.

Ask Us About Jump Tech Technologies



We have integrated Jump Tech Technologies into our PrimeOrdering.net E_Commerce solution.

Watch the [video](#) then ask us to show how we can implement this in your organization today.



About Printcom



Commercial Printing



Business Forms



Promotional Products



Office Products



Fulfillment/Warehousing



Online Ordering

Printcom is a no-risk, value added supplier of business consumables:

Printing
Office Products
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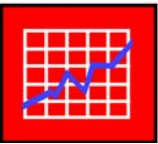


Process Integration

- Have the end user manage their processes through your website
- With marketing communication products (MARCOMM), have your website organize the product and processes
- With business products, have easy to retrieve usage reports, invoices readily available

PPM: The Process Pie





Recognized Expense Vs. Unrecognized Cost

**ABC COMPANY, INC.
PROFIT & LOSS STATEMENT
FOR THE YEAR ENDING DECEMBER 31**

REVENUES

Sales	\$5,500,000
Cost of Goods Sold	<u>3,000,000</u>
Gross Profit	\$ 2,500,000 ←

EXPENSES

Employee Salaries & Benefits	1,480,000
Rent	200,000
Professional Services	60,000
Vehicles	70,000
Depreciation of Vehicles	70,000
Maintenance	40,000
Travel & Entertainment	50,000
Telephone	70,000
Computer Leasing	120,000
Uncollectible Accounts	40,000
Utilities	40,000
Property Tax	20,000
Other Taxes & Licenses	20,000

Non-critical Supplies:

- Office Supplies
- Furniture
- Printing
- Computer Supplies
- Facilities Supplies

Total Non-Critical Supplies

Total Expenses

120,000

2,400,000

PROFIT (LOSS)

\$ 100,000

How much of this expense

is an unrecognized cost of procurement that really belongs down here?

How much do non-critical supplies really “cost” your company?



In Review...

- Increasing online orders are directly related to frequency of your customer visits... so get them there!
 - On-line orders are the most profitable
- Make your website sticky so your customer doesn't unplug
 - Give your customer a reason to go to your website often
- Use web metrics to understand your website activity
 - Personalized landing pages
 - Get captured sales info into sales person's hands quickly
- Use website features & tools to ease procurement process pain
 - **JumpTech** & **JumpCart** are the ultimate tools
- Provide "best in class" website features for the categories you sell
- Bring customers to your site to get resources, information and promotions
 - **StructuredWeb** offers a comprehensive & integrated communications platform
- Use Web 2.0 features to tell your company's story
 - e.g. **Brainshark**

ISC Can Help Increase Your On-line Orders!

Call Us Today For a Free Consultation!
614-7474-1860

Or email us @

dave@integratedsupplyconsultants.com
ralph@integratedsupplyconsultants.com