FOUR51

Franchise Services Inc. Advanced eCommerce Sales











Advanced Sales Program for eCommerce Growth

Program Objectives

GROWING eCommerce Sales

- 1. More Catalogs
- 2. More Orders
- 3. More Commerce

Missing Business Strategy Leaves no foundation for

Technology Strategy: Connecting People, Process and Technology

Which leads to

Poor Selling Strategy

And it's happening in a **World of Opportunity**

By the end of 2013, online commerce will drive \$1.3 trillion in transactions, more than half will be B2B. Less than ½ of U.S. printers are online, even fewer in other parts of the world.

Business Strategy

- Who are my customers today?
- What are their needs?
- What are their needs for tomorrow?

Technology Strategy

Questions printers should be asking about online commerce strategy:

How will online commerce change the basis of competition in print? How is online commerce helping me win against traditional or new competitors?

How can I use online commerce to enter new markets?

What will it take to exceed my customers expectations in an online world?

What will my customers expect in the future?

Do I have plans to meet or exceed those expectations?

Does my business plan reflect the full potential of online commerce to improve sales performance?

Are my current partners able to play in my long term thoughts?

Where will they get the answers to these questions?

Selling Strategy

Stop selling ecommerce. Stop selling print.

Start selling solutions that focus on driving costs and inefficiencies out of your customers Supply and Demand Chains and make your customers businesses more productive.

The opportunity

The B2B relationships already established, position you to take substantial advantage of growing B2B commerce demands.

Going beyond W2P software vendor

Help our prospects assess their technology needs and confidently establish and maintain online relationships.

Help our customers by providing access to better marketing, sales and account messaging.

Help customers maintain and optimize sites to continually drive traffic and orders.

Software vendor

becomes

Online commerce service provider

Stick to competencies. You know print. We know customized online ordering.



- Customers who use multiple channels are more brand loyal.
- Four51 clients see over 90% retention of accounts that employ online ordering.
- Online commerce opens new opportunity like: expanding your offerings for existing customers without increasing your costs
- Online Commerce let's your sales team focus on strategic, key accounts.
- There are 2.4 billion people online with 189 million more going online every year.
- By the end of 2013 there will be \$1.3 trillion online commerce conducted, more than half of that B2B.
- Your competition is already online in a big way, (nearly half of all U.S. printers have online commerce)...you have to differentiate!

The Dilemma

- Print <u>Product</u> Sellers => Business <u>Solution</u> Providers
- To compete, you will have to combine the following with the products you currently sell:
 - Comprehensive eCommerce Catalogs
 - Delivered & Managed Technology Services
 - Customized Applications and Configurations
 - Customer Systems Integration
 - Comprehensive Reporting Services

OrderCloud Advanced Sales

- Build on Existing Strengths of Now/My/Easy Docs Sales
- Re-orient existing go-to-market strategy and Sales Support
- Create segmented approaches based on Vertical Industries and Corporate Functions
- Offer more and advanced ideas to your customers and prospects
- Share responsibility & opportunity with Four51...we will HELP you sell more!

Existing Strengths

You are already good at this!

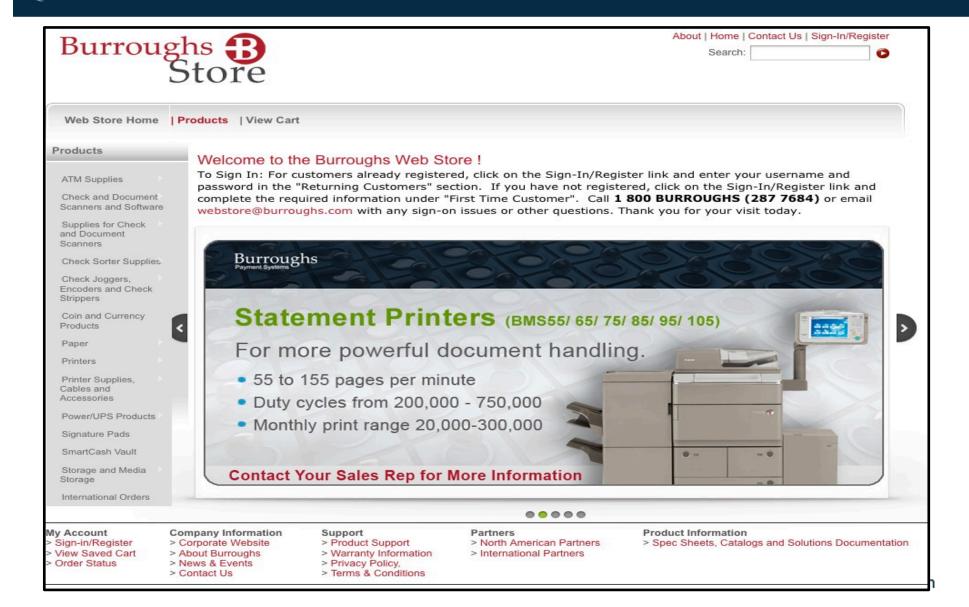
- PIP 872 MAAX Mpls 6230 LIO/Yr
- PIP 046 CareMore 4799 LIO/Yr
- SS 80180 United Rentals 4751 LIO/Yr
- SS 01470 Yard House 4646 LIO/Yr

Mpls MAAX

MAAX is a leading North American manufacturer of bathroom products: Bathtubs, Showers, Showers Doors, Tubs Showers and Medicine Cabinets.

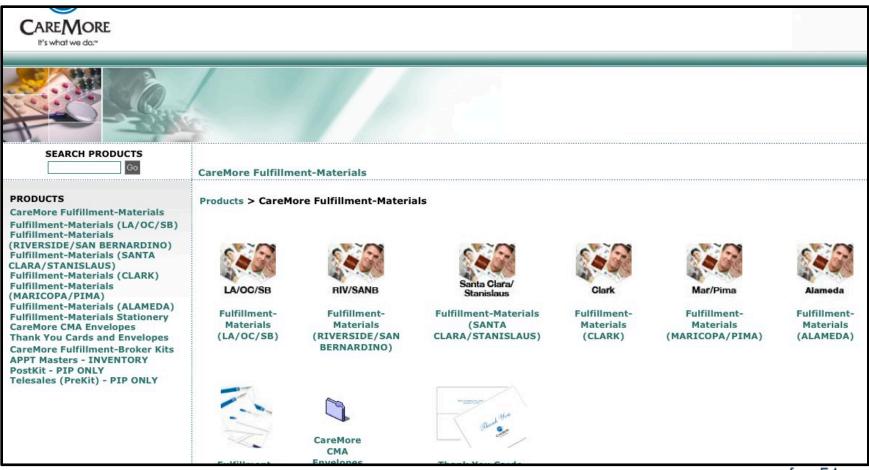
	Products			
h Reports				
🖂 Messages				
Admin Admin	MAAX			
) contact	Enjoy the experience			
	Enjoy the experience			
PRODUCTO	MAAX	and the second sec		
PRODUCTS	MAAA			
маах		Eastern	Western	US Retail
Eastern US		US	US	03 Ketali
Western US		03	05	
US Retail				

Potential - Burroughs



CareMore

Started over 15 years ago, caring for seniors as a Medical Group.



Potential - Humana

Liveran	Sear		Search Produ	ucts: →Go	
Humana.					→Log out
Marketing Materials	Products	Cart	Contact Us		
Large Group					
PRODUCTS	Products > L	arge Gro	up		
Small Group	-				
arge Group			Loss Contractor	1	100 100 100 100 100 100 100 100 100 100
Medical	alei	51.		Y	C LA
Pharmacy		N.T.		Pro-	
HumanaVitality	(and	-	Elt and		
LifeSynch	Medie	cal	Pharmacy	HumanaVitality	LifeSynch
Dental					
Vision					
Life				a que	HOTEL
Disability	125	E I	and the second		
Workplace Voluntary Benefits		2/			
lumanaOne	Dent			Life	Disability
/eterans					Contraction (1997)
	Workp Volunt Benef	lace ary its			
					Powered by Four51° Copyright © 2013 Four51 Inc. All Rights Reserved. Conditions of Use

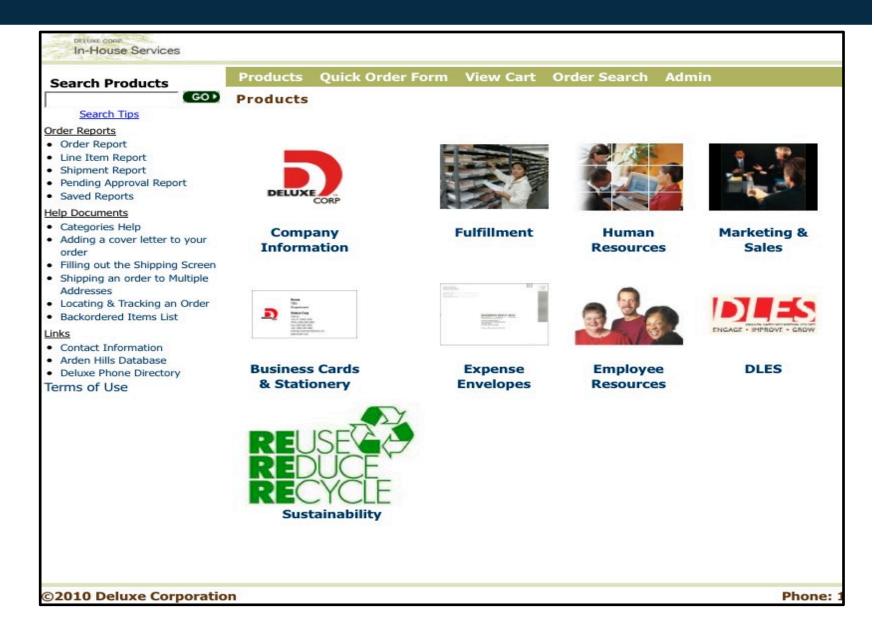
r51.com

United Rentals

850 Locations...As the world's largest fleet of problem solvers, our customer-driven people provide best-in-class specialty solutions, safety training and 24/7 support for even the most demanding industrial, commercial and construction jobs.

	d printing server 227.0125	vices, inc.		
EARCH PRODUCTS	Home			
RODUCTS • Business Cards • Stationery ther Printed Materials	Welcome to Allied Prin	om to me	product item on the left-hand	d menu or on one of the thumbnails below.
		Stationery		

Potential - Deluxe



Yard House

35 Location Restaurant and Bar

Yard House				
Products	Home			
View cart 🛫				
Orders 🗉				
PRODUCTS Arizona California Colorado Florida Illinois Hawaii Nevada	Yard House Arizona	Yard House California	Yard House Colorado	Yard House Florida
Business Cards, Stationery and Envelopes	Yard House	Yard House	Yard House	Yard House
	Illinois	Hawaii	Nevada	Business Cards, Stationery and Envelopes
	Orders			

Potential – Papa John's

ci ingredients.	ome Orde	rs View Cart	Search:	GO
Setter Pizza.				
J Catalog				
Home				
	r next day air & second day air deliv	very, will be shipped on the next busi	ness day.	
and the second	within the specified amount of days Iready have chosen multi address	listed in the product description. shipping, just enter in your basic add	ress here.	
ease note: ternational Shipments - Additi	onal Shipping & Handling Charges	will apply to your order upon process m additional charge of \$60 USD for tr additional charges and you are requir	sing. You will be notified via e-mail o	ť
Promotional Print & P.O.P.	Standard Print	Promotional Products	Uniforms	
ational / Local Promotions	Print Products	Promotional Products	Uniforms	
Team Store	Operating Resources	Downloads		
Team Store	Operating Resources	Free Downloads	Meet the Team	
GLEARNINGE:				

.four51.com

More Potential – PJ's

	OOD Service
Products D	Home
View cart 🛫	
Reports E	Spring LTO -Action Required by 1/25-open LTO Attachment January 2013 below.
Messages 🔄	Click Here To Download
Admin 🐠	
PRODUCTS Premium Order Form Premium Funded Order Form Event Funded Order Form Event Order Form Standard Non Trad Order Form Standard Funded Order Form	Premium Order Form Premium Funded Order Form Event Funded Order Form Event Funded Order Form
Q Search PRODUCTS	Standard Non Trad Order Form Standard Funded Order Form
	Orders Unsubmitted (0) Open (1601) Completed (473) Canceled (1)
	Favorite Orders FAQ FJ Food Service Item List Click Here To Download Click Here To Download

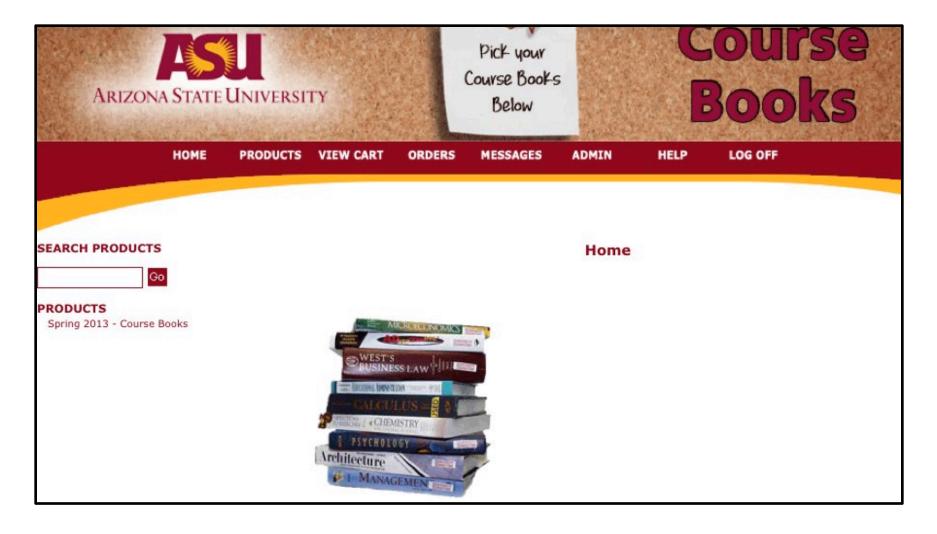
www.iouioi.com

Even More Potential – PJ's

Products	Standard Non Trad Order Form	
View cart 27 Reports 15 Messages 23	Products > Standard Non Trad Order F	
Admin 👘 Contact 1	Sauce, Fully Seasoned Pizza	Add To Order Dustinator Dustinator
PRODUCTS Premium Order Form Premium Funded Order Form	Sauce, Fully Seasoned Pizza	1028 Order Quantity:
Event Funded Order Form Event Order Form Standard Non Trad Order Form Standard Funded Order Form	Olive, Black Ripe Pouch Olive, Black Ripe Pouch 1031 Order Quantity: Cinnamon Spread Cinnamon Spread	Pepperoni Pepperoni 1040 Order Quantity: Drizzle Drizzle
Q Search PRODUCTS	1041 Order Quantity:	1042 Order Quantity:
	Bacon Bacon 1049 Order Quantity:	Cheese, Pizza Cheese, Pizza 1056 Order Quantity:
	Beef Beef 1063 Order Quantity:	Sausage, Pork Sausage, Pork 1065 Order Quantity:
	Sausage, Italian Sausage, Italian 1066 Order Quantity:	Anchovy Anchovy 1071 Order Quantity:
	FNF Thin Crust FNF Thin Crust	Dough, 10 Inch Dough, 10 Inch
	1072 Order Quantity: Dough, 12 Inch Dough, 12 Inch	1075 Order Quantity: Dough, 8 inch Dough, 8 inch
	1077 Order Quantity: Dough, 16 Inch	1078 Order Quantity: Chicken, Grilled Topping
	Dough, 16 Inch	Chicken, Grilled Topping

m

More OC Examples - ASU





The Question ???

What will it take to exceed your customers' expectations in the future?

Comprehensive Business & Technology Solutions!

Keys to OC Selling Success

- Key in on the Different "Opportunity"
- Vertical Industry Focus Problems
- Role based selling Mktg, Sales, Ops, IT, Fin
- Specific Solution Development Activities AIM
- Specific Presentation/Demonstration Custom
- Positioning -- <u>Comprehensive Order</u> <u>Automation</u> benefits
- Sell the PROBLEM you know they have, not the items you want to sell them...



 Mark Hildebrandt to complete and discuss based on activities since March Meeting in Dallas...

Program Elements

- Targeted Approach for Existing Accounts
- Targeted Vertical Industry Sales Focus
- Targeted Corporate Function Categories
- Comprehensive Product Sets
- Comprehensive Technology Solutions
- Consulting Implementation Product

Targeted Vertical Industry Solutions

- Retail
- Health Care
- Financial Services
- Wholesale Distribution
- 1. Comprehensive Business Solutions
- 2. Adaptable RFI/RFP Response Services
- 3. ERP/CRM/MIS Integrations
- 4. Multi-Channel Solution Configurations
- 5. All Compliance Requirements

Variable Corporate Function Categories

- Marketing
- Sales
- Human Resources
- Information Technology
- Focused functional Solutions for each area
- 2. Collaborative Solutions when required
- 3. Marketing Materials designed to support each Value Prop...more attack points
- 4. Sales Support based on specific Roles/ Responsibilities

Defined Product Sets

- Marketing Collateral
- Corporate ID
- Branding, Signage
- Commercial Print
- Business Forms
- Training Materials
- Documents
- Sales Support Material
- Promotional Products

Combined with capability for Franchisee to work with Clients to include non-sourced items including:

- 1. Direct for-sale goods (Food products, manufactured materials, etc.)
- 2. Digital Asset Management & Distribution
- 3. MRO
- 4. Facilities Equipment and Materials and Fixtures
- 5. Uniforms, Linens, etc.

Comprehensive Technology Solutions

- Integration Consultation and Design Services
- Punch-Out Consultation and Development
- Web Services Development
- Java Script Development
- Custom Themes Development
- Custom Reporting and Data Import/Export Services
- Advanced Configurations and Workflow Analysis
- Custom Variable Data Templates

How this Works?

- Sign-up in the Program
- Register your Accounts & Prospects
- Joint discussions and assessment of existing accounts and prospects
- Sales Activity Plans created
- Solution Discovery & Implementation Plans created
- Sales Presentation Assistance
- Activity documented and tracked
- Success Reporting & Analysis

Dedicated Advanced Catalog Solution Services

Sales Training & Presentation Development

- Pre-Sales and Demo Assistance
- Consultation and Live Involvement

Marketing Support and Materials

- Vertical Industry Packaging
- Corporate Function Packaging
- Sample Sales Presentations

Ongoing Service Management Best Practices

- Service Level Agreement Samples
- Training and Orientation for providing Services by Franchisee
- Access to Four51 Service Desk



Sign Up Today!