

COMPANY STORES

7 BEST PRACTICES TO LEAD YOU AND YOUR CLIENTS TO SUCCESS

Identify Company Store Candidates

There are countless businesses that would benefit from a company store. From basic re-ordering, to athletic gear to setting up employee rewards programs, the number of potential candidates are endless.

Determine Client's Pain Points

A successful company store begins with understanding your client's needs. Identify your client's pain points (adhering to brand standards, managing orders, controlling costs, etc.) and demonstrate how this platform can address those issues.

Select Product Options

Rule of thumb: Start with a limited number of products in your company store (20 products or less) in order to simplify the ordering process and boost sales.

Consistent Branding

From logos to color palettes, customize your client's company store so it reflects their branding. Consistency is key when trying to build trust and increase awareness among company store visitors.

Define Delivery Location and Timelines

Enhance your customer experience by clearly defining delivery locations and shipping timelines, so they'll feel confident their order will arrive safe and sound, with no hiccups along the way.

Establish Store Access

Who has access to the company store? Once you establish a domain name, you can also make the store password protected, enhancing security and making it a more exclusive experience.

Review and Make Adjustments

Test out your company store! Submit test carts to review the information and to fully understand the process the end-buyer will experience when shopping the company store.