

A young woman with blonde, wavy hair is smiling warmly at the camera. She is wearing a grey t-shirt and a red herringbone-patterned apron. She holds a tablet computer in her right hand. The background is a workshop or studio filled with various items, including wooden shelves, a rack of colorful beads, and several large, light-colored fabric bags hanging from the ceiling.

neto

# SELL EVERYWHERE

The ultimate guide  
to omni-channel sales

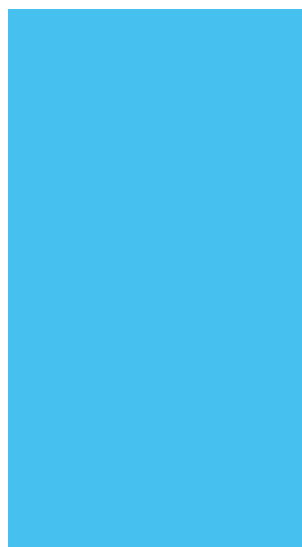
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# INTRODUCTION

Omni-channel retail is more than just a buzzword: it's the key to success for modern retail businesses. Companies with omni-channel engagement strategies are more than twice as likely to retain customers than otherwise similar businesses. [Given that a 5% increase in customer retention can increase your profitability by 75%](#), optimising your omni-channel strategy can really pay off in both the short and long term.

One of the biggest direct benefits of retail management platform that's specifically built for an omni-channel strategy is that it makes it simple for you sell your products everywhere. Not just anywhere—everywhere. From your ecommerce website to traditional bricks-and-mortar stores, at alternative retail outlets and online marketplaces, and even from a mobile phone, your customers have a wealth of options when it comes to choosing how to shop.



# SELLING ONLINE

There's only one place you can sell your products 24 hours a day, 7 days a week, to a global audience, and that's online.

That's probably the most compelling reasons to open an online store (if you haven't already), but it's not the only one:

- ▶ Online stores are easy to set up, if you choose the right retail platform.
- ▶ The ongoing operating costs are low compared to bricks-and-mortar stores.
- ▶ You can manage your store from anywhere, over the internet.
- ▶ Your success is measurable, with detailed analytics about traffic and conversion.
- ▶ You can adapt your strategy based on business intelligence.
- ▶ It's simple to scale your ecommerce operations as your business grows.

More than that, an online store plays a valuable role in an omni-channel strategy. It's a web and mobile presence that advertises your business, while also providing useful information for your bricks-and-mortar customers. [The majority of modern consumers research products online before heading to a store, and 34% use their mobile phones in store for the same purpose.](#) And one of the key things they're looking for is product availability: retailers who provide this information online double their chances of enticing customers into their store.

Your online store needs to be attractive, informative, and easy to navigate. To get the most out of it, look for an ecommerce website that's part of a complete retail management platform—one that combines ecommerce, point of sale, inventory, and fulfilment, to cover all your sales channels. And to get started sooner, look for a vendor that offers ready-made responsive design themes or bespoke design services.





# SELLING IN MARKETPLACES

In a recent market survey we conducted in conjunction with Telstra, 61% of customers reported shopping in online marketplaces such as eBay, either exclusively (39%) or in addition to other online shopping sites (22%), primarily because it's "easy and convenient" (82%). That means retailers who are only selling through their own online store are missing out on at least 46% of potential online customers.

But there's really nothing to stop savvy retailers from seizing this opportunity and adding marketplaces to your omni-channel strategy, giving your customers more ways to shop. The key is finding a foolproof way to manage your marketplace customers, products, sales, and stock alongside your other sales channels.

## MANAGE YOUR EBAY STORE

Like most marketplaces, eBay offers its own suite of tools for store owners to list products, manage orders, and contact customers. But that's not much help when you're shipping from the same warehouse you use for fulfilling other online orders and supplying your bricks-and-mortar stores. It becomes easy to lose track of which stock is set aside for each sales channel, and difficult to recognise the same customer across those different channels. Further, copying your product listings to a new channel can be time-consuming.

To make life easier, we recommend using a single platform that can manage your eBay store alongside your other point of sale (POS) and ecommerce sales channels. Look for features like automated eBay listings, scheduled listings, standard and custom templates, order management that syncs with eBay, and inbuilt eBay inventory management.



By removing the obstacles to managing your eBay store, and making it a part of your omni-channel strategy, you can reach a much larger audience without the headache of setting up your store from scratch.

## GET READY FOR AMAZON

With Amazon launching in Australia this September, [one in three customers are already planning on switching from their current purchasing sites](#). Smaller retailers can't really fight the behemoth, so why not join it? By understanding how Amazon operates and why it's so appealing for consumers, you can build it into your omni-channel strategy and take advantage of the massive audience it offers.

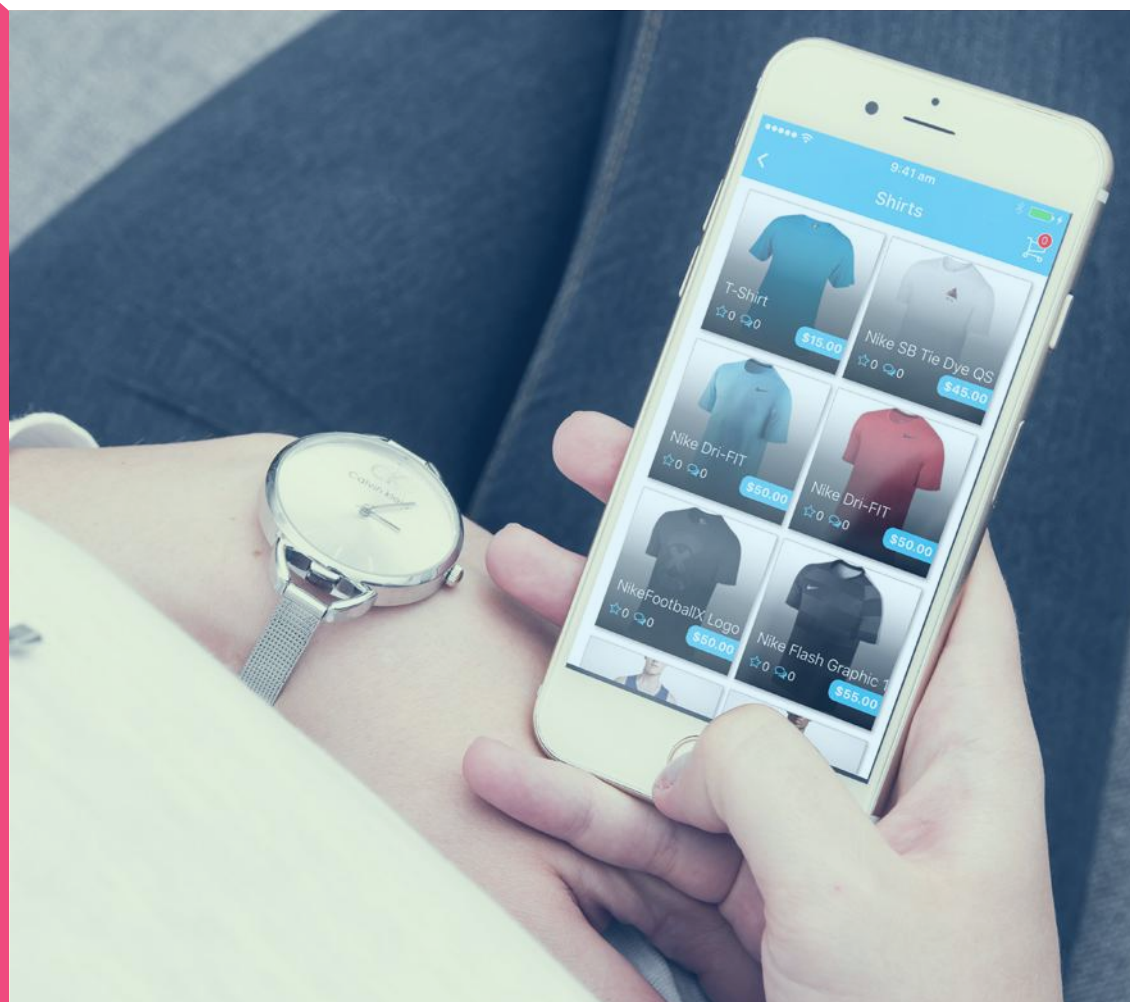
Neto is currently in the final stages of integrating our ecommerce platform with Amazon, which will enable our clients to sell products on Amazon while managing orders and inventory in one central location.



# SELLING IN-APP

71% of consumers use mobile devices for online transactions, and lots of those shoppers prefer the seamless experience of a mobile app. But many mobile shopping apps are built for marketplaces, which means you won't get 100% of your customers' attention. That's where a custom-built mobile app can help, by letting you showcase your products and brands, direct to your customers. A mobile app also lets you use push notifications to alert customers to special offers, and enables secure check-out using payment providers such as PayPal.

But developing a mobile app can take months, especially if it has strict compliance requirements, such as when handling in-app payments. That's why white-labelled apps have become popular with retailers who want the benefits of their own native iOS or Android apps without the complexity of building one from scratch. If an app is available as an add-on to your omni-channel retail management platform, the setup should be simple, with all the content fleshed out from your ecommerce website. In some cases, it can be done in as little as five minutes!



# SELLING IN THE REAL WORLD

A physical shop-front gives you the chance to connect with your customers face-to-face, something that's just not possible with an online-only store. So whether you're just setting up shop or on the verge of expanding your empire, you've probably considered opening a bricks-and-mortar store. But this is just one of the options available to omni-channel retailers, because technology is redefining the point of sale to mean anywhere you can interact with your customers: from pop-up shops to warehouses and even trade shows...and of course the traditional retail outlet.

## BRICKS-AND-MORTAR STORES

The retail industry is built on a foundation of bricks-and-mortar, and it's not hard to understand the appeal of having a permanent physical presence in the market. This requires a significant investment in leases and shopfitting, and you make your return at your point of sale, so you'll want a POS platform that sets you up for success.

In the omni-channel world, there are no barriers between online and in-store shopping. POS platforms are creating new pathways for customers to place orders, and new ways for you to fulfil them. Customers are visiting retail outlets not only to buy and take home their products, but also to view products before having them shipped directly, or to click-and-collect their online orders. They expect retailers to provide instant information about:

- ▶ prices of available products
- ▶ information about stock that's not available on the shelf, including whether it's available in a nearby store or online
- ▶ additional product information, pictures, and reviews from buyers.

This is easy to achieve with a POS terminal that's a native part of an omni-channel retail management platform, one that gives your retail staff access to real-time information about products, customers, and sales across all channels.





## POP-UP SHOPS

Many retailers and wholesalers experience higher demand for their products at certain times of the year. Pop-up shops have proven to be a great option for businesses wishing to seize this opportunity without committing to a long-term lease on a bricks-and-mortar outlet.

A pop-up shop gives you the same physical presence—somewhere customers can check out your products and have all their questions answered—but only for those weeks of the year you expect to make a good return on that investment. When your peak season is over, you just pack up and return to your main store, whether that's online or in a shopping mall.

The pop-up shop isn't a new idea. Florists have been using this approach for what feels like forever, setting temporary stalls for Valentine's Day and Mother's Day. The difference with modern pop-up shops is that customers expect you to provide your full retail experience in a temporary location: the same loyalty program, the same payment options, and the same product range.

It's much easier to meet this expectation if you're using a rapidly scalable POS that lets you add and remove your temporary outlets with a minimum of fuss. A cloud-based system accessed via a tablet device is perfect for this: just add your new store, and take your iPad with you.

## TRADE SHOWS

Trade shows, conferences and expos are a growing part of the retail and wholesale scene in Australia and New Zealand. They present an opportunity to form new business relationships and promote your brand, but with the right tablet-enabled POS platform, they're also a chance to make on-the-spot sales.

Tablet devices are also effective marketing tools—you can set up a fixed device to give potential customers access to your online store and all the valuable product information it contains. This encourages them to buy there and then, instead of taking a printed product brochure that they're likely to lose before they get back to work.

And you're not limited to official events. Tablet-enabled POS software means you can sell to anyone at any time. Your iPad becomes a one-device roadshow, a portable showroom that's just one piece of your omni-channel strategy.

## WHOLESALE/B2B

Retail business owners often seek to diversify their revenue streams by selling to multiple markets that operate independently. This can help protect your income in case of a market downturn: if one source of income is reduced, others are more likely to remain unaffected, or even increase. Ideally, you'll want to leverage your existing retail investment to service those new markets, and the most obvious way to achieve this is to sell business-to-business (B2B), also known as wholesaling.

As a wholesaler, you'll sell at much higher volumes than retailers, which often leads to better negotiating power with suppliers and freight providers. You also get the benefit of

- ▶ a wide-reaching brand presence through your wholesale customers' stores
- ▶ lower advertising costs—it's up to the retailer to connect with customers
- ▶ high stock turnover, leading to fewer write-downs and write-offs.

It's much easier to manage your wholesaling business if your sales platform is B2B-ready, with features like customer accounts, set credit limits, and pricing that varies for different groups or order sizes.



# GETTING STARTED WITH NETO

Retailers have more ways to sell than ever before. And customers know it—that's why they're demanding so much from their favourite retailers. If you want to meet their expectations, you'll need a retail management platform that gives you a unified view of everything that matters to your business across all sales channels. Only a true omni-channel retail management platform lets you meet their needs, wherever they choose to shop.

THAT'S WHERE WE CAN HELP.

Neto is the only Australian retail management platform that provides a complete solution for ecommerce, point of sale, inventory, and fulfilment. Our integrated back-end technology enables exceptional and consistent customer experiences via any channel, be it in-store, online or through a marketplace. We automate repetitive tasks and integrate with multiple sales channels to manage orders and shipments.

To see for yourself how Neto can turn your omni-channel strategy into a reality, [start your free trial](#) today.

