Welcome
Sales Reps

Sales Rep 101

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shoplocal.org
Bonus:

We’ll give each of your stores $200.

We’ll share how to get this $200 at the end of the seminar.
Average reported increase in sales due to Product Syncing service:

- Anna Weatherley: 11%
- Annieglass: 10%
- Arte Italica: 5.7%
- Beatriz Ball: 15%
- Casafina: 10.6%
- Herend: 12%
- Juliska: 18%
- MacKenzie-Childs: 12.5%
- Mottahedeh: 6%
- Reed & Barton: 9.3%
- Royal Crown Derby: 6.8%
- Skyros: 10.4%
- Spode: 5%
- Vietri: 14%

We Help Sales Reps and Indie Stores

Retailer’s Average Increase in Sales Due to Shop Local’s Service

"Is this worth your time? Your store’s time?"
We Help Sales Reps and Indie Stores

Andy Bjork, Chief Sales Officer for Ivystone:

“Shop Local is on target and powerful.

…We have experienced demonstrated, positive results from retailers using Shop Local's … website platform.

Shop Local allows retailers to expand their … offering.”
Sales Rep 101

What We’ll Cover Today:

1. The ‘Why’: Market Problem.
2. The ‘Who’: Brand members and stores.

What Sales Rep 201 Covers:

The ‘How’: Software screen shots.
Market Problem:
Website Maintenance Is Taking Too Much Time & Money

Cost to Add 1 Product to a Website

Without Shop Local

Cost:
$1 per item.
3 minutes per item.
Problem: Time

Market Problem:

Website Maintenance Is Taking Too Much Time & Money

Sending numerous Excel files and Dropbox links is time consuming and inefficient. Shop Local helps stores skip these services.
Market Problem:
Website Maintenance Is Taking Too Much Time & Money
Problem: Time and Money

Market Problem:
Website Maintenance Is Taking Too Much Time & Money

A Retailer not using Shop Local

Product shows just a few pieces of information:
1. Product name
2. Price
3. Picture ~ just one picture
Solution to Market Problem:

Shop Local’s E-commerce Platform

Remember In-store, Branded Collaborations? Shop Local Has Made Them Digital
Market Solution:
We Get Brands and Indie Stores To Team Up

• 112 Brands use the Shop Local Brand Syncing service.
• They share 65,000 products with 1,200+ Indie Stores accounts.
• 17 of the top-20 selling brands use Shop Local’s Syncing service.
• Each indie store gets its own Shop Local account.
• This account can have an online store to sell to the general public.
• The Store includes gift registry software.
## Market Solution:

### We Get Brands and Indie Stores To Team Up

<table>
<thead>
<tr>
<th>Abbiamo Tutto</th>
<th>D’Argenta</th>
<th>Mariposa</th>
<th>Royal Limoges</th>
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</thead>
<tbody>
<tr>
<td>Abigails</td>
<td>Dartington Crystal</td>
<td>Mary Jurek</td>
<td>Royal Worcester</td>
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<td>Agraria</td>
<td>Deruta Of Italy</td>
<td>Medard de Noblat</td>
<td>Salisbury</td>
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<td>Anna Weatherley</td>
<td>Deshoulières</td>
<td>Meissen</td>
<td>Sambonet</td>
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<td>Annieglass</td>
<td>Emile Henry</td>
<td>Messermeister</td>
<td>Savannah Bee</td>
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<td>Arte Italica</td>
<td>Empire Silver</td>
<td>Michael Aram</td>
<td>Company</td>
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<td>Arthur Court</td>
<td>Erbario Toscano</td>
<td>Mikasa</td>
<td>Shelby Dillon Studio</td>
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<td>Arzberg</td>
<td>Ercuis</td>
<td>Mottahedeh</td>
<td>Silvero</td>
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<td>Baccarat</td>
<td>Fitz and Floyd</td>
<td>Nambé</td>
<td>Skyros Designs</td>
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<td>GEFU</td>
<td>Nicolette Mayer</td>
<td>Sophie Conran</td>
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<td>Gien</td>
<td>Olivia Riegel</td>
<td>Spode</td>
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<td>Ginori 1735</td>
<td>Orrefors</td>
<td>Teakhaus by Proteak</td>
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<td>Bordallo Pinheiro</td>
<td>Golden Rabbit</td>
<td>Pampa Bay</td>
<td>The Prince Company</td>
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<tr>
<td>Bottega del Vino Crystal</td>
<td>Gorham</td>
<td>Pickard China</td>
<td>Thomas by Rosenthal</td>
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<tr>
<td>Bredemeijer</td>
<td>Haviland</td>
<td>Pickard Crystal</td>
<td>Towle</td>
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<td>Herend</td>
<td>Pimpernel</td>
<td>Tuttle</td>
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<td>International Silver</td>
<td>Pinto Paris</td>
<td>Vagabond House</td>
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<td>Intrada Italy</td>
<td>Portmeirion</td>
<td>Varga</td>
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<tr>
<td>Capucine De Wulf</td>
<td>Jars</td>
<td>Raynaud</td>
<td>Versace by Rosenthal</td>
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<td>Jewelry</td>
<td>Joseph Joseph</td>
<td>Relish</td>
<td>VIETRI</td>
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<td>Julia Knight</td>
<td>Revol</td>
<td>Vista Alegre</td>
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<tr>
<td>Casa Alegre</td>
<td>Kirk Stieff</td>
<td>Robert Haviland &amp; C.</td>
<td>Viva by Vietri</td>
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<tr>
<td>Casafina</td>
<td>Kosta Boda</td>
<td>Parlon</td>
<td>Wallace</td>
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<tr>
<td>Chelsea Clock</td>
<td>Le Creuset</td>
<td>Rochard Limoges</td>
<td>Wilton Armetale</td>
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<td>LSA International</td>
<td>Rosenthal</td>
<td>Wolf and Irving</td>
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<tr>
<td>Couzon</td>
<td>MacKenzie-Childs</td>
<td>Rosle</td>
<td>Woodard &amp; Charles</td>
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<tr>
<td>Cunill</td>
<td>Mario Luca Giusti</td>
<td>Royal Crown Derby</td>
<td>Zoku</td>
</tr>
</tbody>
</table>
Market Solution:

Cost to Add 1 Product to a Website

Before

Without Shop Local
Cost: $1 per item.
3 minutes per item.

After

With Shop Local
Cost: $0 per item.
0 minutes per item.
Market Solution

Cost to Add 1,000 Products to a Website

Before
Without Shop Local

50 Hours & $1,000

After
With Shop Local

4 Minutes & Free

Solution: Syncing
## Market Solution:
### Brand Syncing

<table>
<thead>
<tr>
<th>Brand</th>
<th>Number of Products</th>
<th>Time to Add to Website Manually</th>
<th>Cost to Add to Website Manually</th>
<th>Annual Cost to Maintain Manual Products</th>
<th>Cost to Add to Website Using Product Syncing Service</th>
<th>Time to Add to Website Using Product Syncing Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beatriz Ball</td>
<td>765</td>
<td>5.5 Days</td>
<td>$765</td>
<td>$143</td>
<td>Free</td>
<td>Save 5.5 Days</td>
</tr>
<tr>
<td>Casafina</td>
<td>1,015</td>
<td>7.3 Days</td>
<td>$1,015</td>
<td>$190</td>
<td>Free</td>
<td>Save 7.3 Days</td>
</tr>
<tr>
<td>Herend</td>
<td>5,136</td>
<td>36.7 Days</td>
<td>$5,136</td>
<td>$963</td>
<td>Free</td>
<td>Save 36.7 Days</td>
</tr>
<tr>
<td>Juliska</td>
<td>1,041</td>
<td>7.4 Days</td>
<td>$1,041</td>
<td>$195</td>
<td>Free</td>
<td>Save 7.4 Days</td>
</tr>
</tbody>
</table>
Sending numerous Excel files and Dropbox links is time consuming and inefficient. Bridge Shop Local helps stores skip these services.
Product shows just a few pieces of information:
1. Product name
2. Price
3. Picture ~ just one picture

Product shows 30+ variables, including:
1. Accurate product name
2. Accurate price ~ price is dynamic so it's always up-to-date
3. Multiple pictures (two products pics and lifestyle pics)
4. Brand's logo
5. Manufacturer's SKU
6. Dimensions (length, width, and height)
7. Stock
8. Department
9. Keywords
10. UPC
11. Care and usage
Shop Local’s Store Includes Gift Registry Software

90% of indie stores sales via Shop Local’s platform are gift registry related.
Market Solution: How Does Syncing Work?

Member with existing Shop Local account
New member to Shop Local

1. Start @ SHOP LOCAL.ORG
2. Choose brands
3. Activate account

4. Your store
5. Send sync requests
6. Filled w/ product

Your shop local store
For the Rep: Sign up a Retailer and the Rep Receives a $200 Finders Fee

PDF sign up sheet:

Online sign up sheet:

https://www.shoplocal.org/sign_up_one_pager.cfm
For the Retailer: Sign up Bonus

We’ll give each of you retailers $200 when they sign up for a free Shop Local Store. The retailer can use it towards a wholesale order from one of your Syncing brands or it can use it towards our gift registry services.

Terms apply. Please contact Bridge.
About Bridge:
- Supports the shop local movement.
- Created the Shop Local e-commerce platform.
- Based in NYC.
- Founded in 2007.
- Team of 10 people.
- Helps 1,200+ indie retailers.
- Offers retailers a directory of 3,100 brands to sell online.
- Of these 3,100 brands, we have partnerships with 110 brands, including Baccarat, Juliska, Le Creuset, and Vietri.
- 17 of the top-20 selling tabletop and giftware brands are partners with Shop Local (aka we have partnerships with 85% of the top-selling brands).
- Retailers sell 18% more by using the Shop Local e-commerce platform.
- We’ve handled 70,000 gift registries for merchants.

Why Promote the Shop Local platform?
- Your stores can sell 18% more.
- Save your stores time and money in website maintenance. This helps you.