

# Welcome Sales Reps

## Sales Rep 101



[jason@bridge.org](mailto:jason@bridge.org)

Office: 1-212-254-9655

[shoplocal.org](http://shoplocal.org)

Bonus:



We'll give each of your stores \$200.

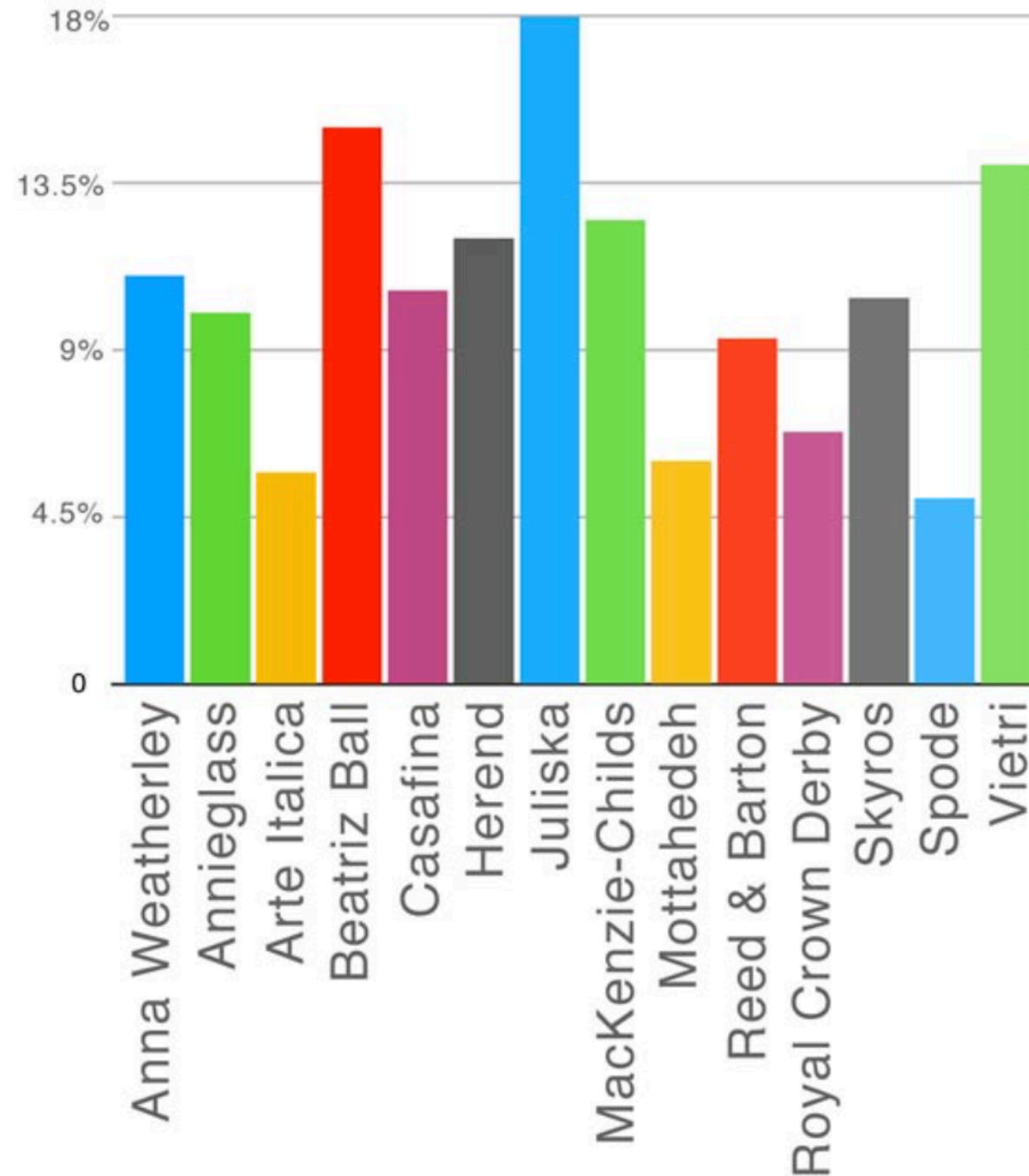
We'll share how to get this \$200 at the end of the seminar.



“Is this worth your time? Your store’s time?”

## We Help Sales Reps and Indie Stores

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



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

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

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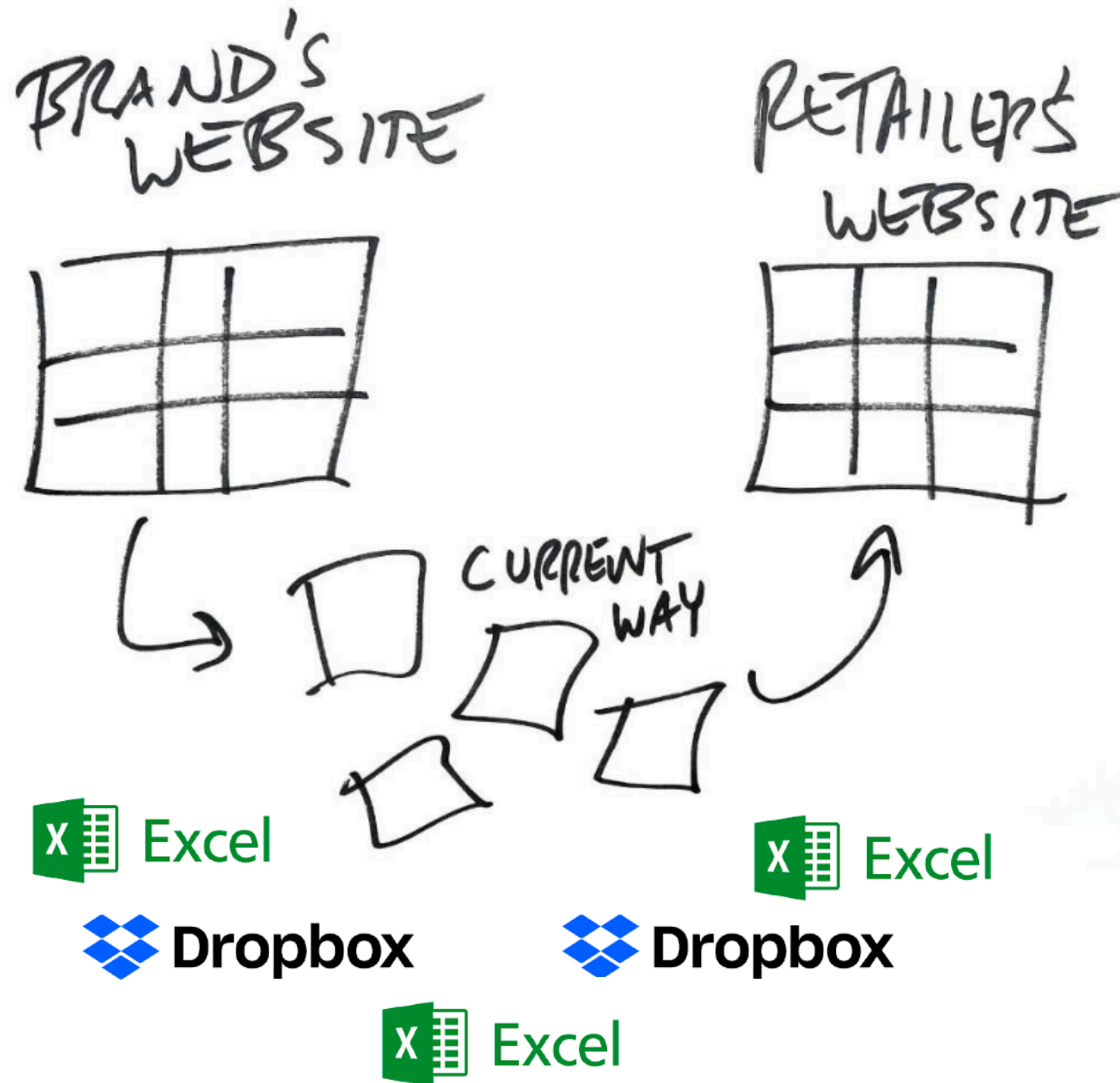
Cost:  
\$1 per item.  
3 minutes per item.

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## 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.

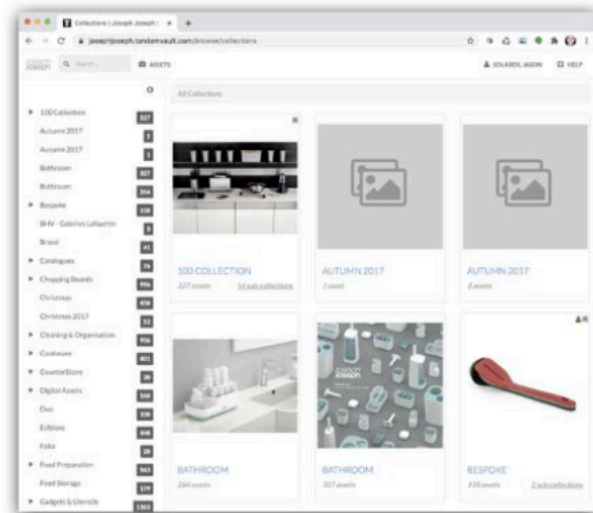


Problem: Time

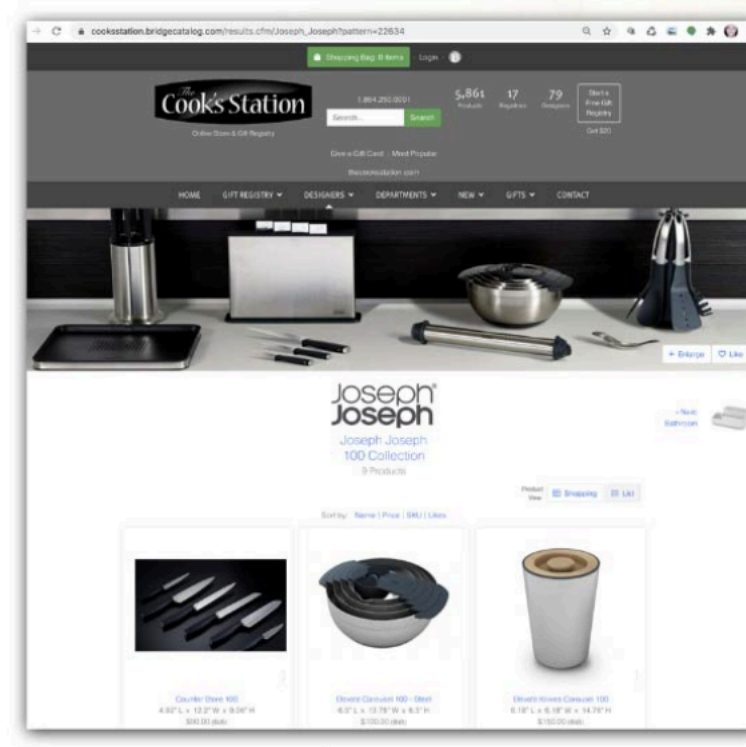
## Market Problem:

# Website Maintenance Is Taking Too Much Time & Money

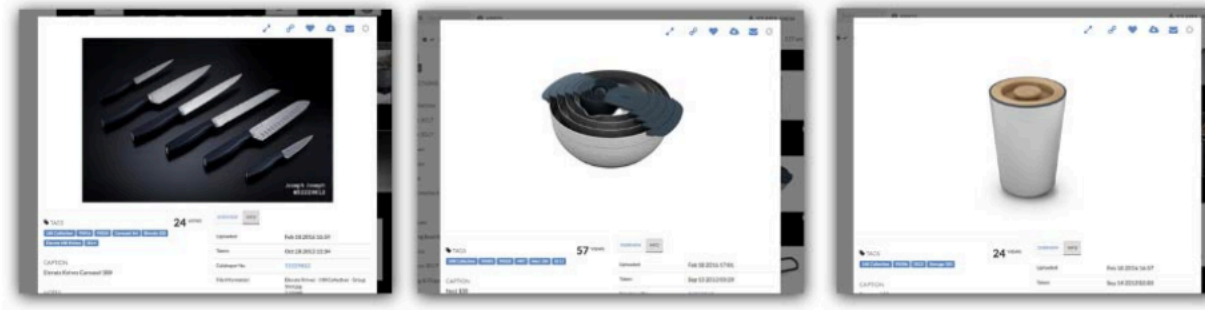
Example of a brand's website / image repository



Example of a retailer's website



Without Bridge's Smart Products service, a retailer downloads each product image and then adds it to its retail website



Dropbox

Dropbox

Dropbox

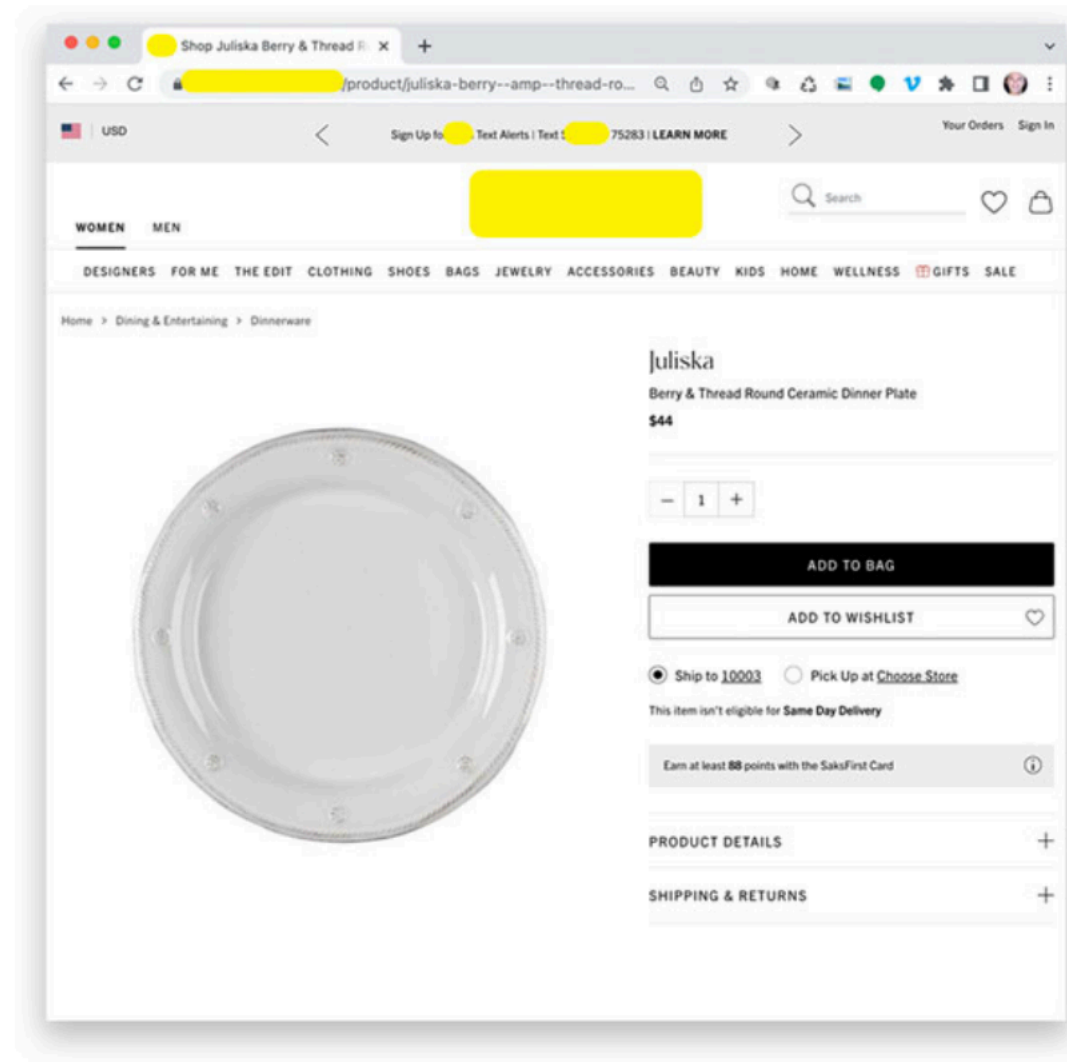




# Market Problem:

## Website Maintenance Is Taking Too Much Time & Money

A Retailer not using Shop Local

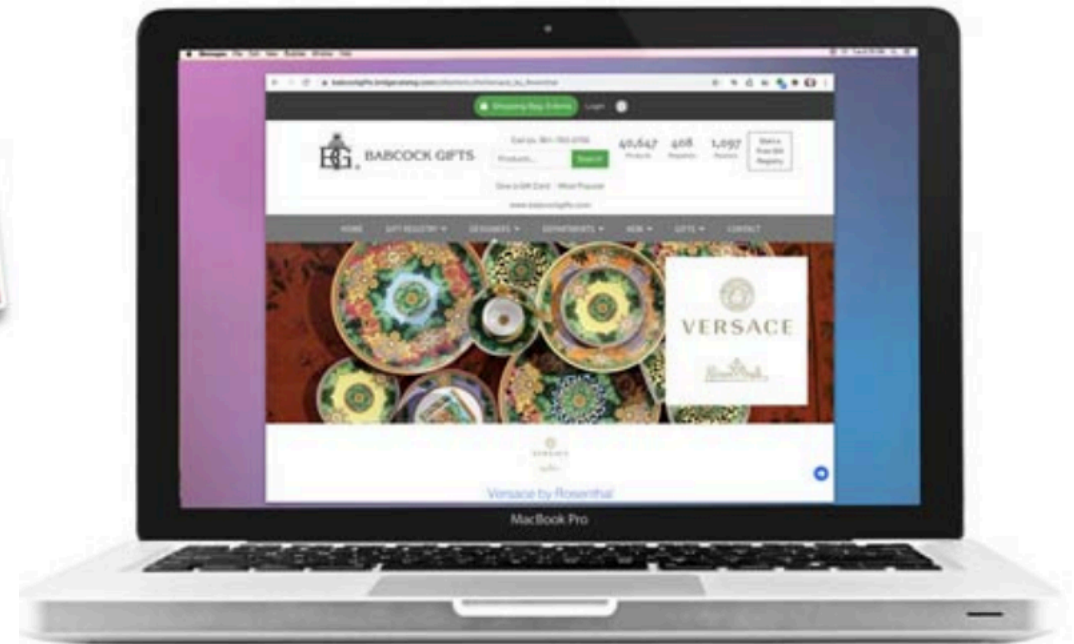


Product shows just a few pieces of information:

1. Product name
2. Price
3. Picture ~ just one picture

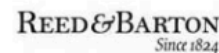
## Solution to Market Problem: Shop Local's E-commerce Platform

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

Abbiamo Tutto  
Abigails  
Agraria  
Anna Weatherley  
Annieglass  
Arte Italica  
Arthur Court  
Arzberg  
Baccarat ⓘ  
Badash  
Beatriz Ball  
Bodrum  
Bordallo Pinheiro  
Bottega del Vino Crystal  
Bredemeijer  
Bugatti Italy  
Calaisio  
Capdeco  
Capucine De Wulf  
Jewelry  
Carmel Ceramica  
Casa Alegre  
Casafina  
Chelsea Clock  
Costa Nova  
Couzon  
Cunill

D'Argenta  
Dartington Crystal  
Deruta Of Italy  
Deshoulieres  
Emile Henry  
Empire Silver  
Erbario Toscano  
Ercuis  
Fitz and Floyd  
GEFU  
Gien  
Ginori 1735  
Golden Rabbit  
Gorham  
Haviland  
Herend  
International Silver  
Intrada Italy  
Jars  
Joseph Joseph  
Julia Knight  
Kirk Stieff  
Kosta Boda  
Le Creuset  
LSA International  
MacKenzie-Childs  
Mario Luca Giusti

Mariposa  
Mary Jurek  
Medard de Noblat  
Meissen  
Messermeister  
Michael Aram  
Mikasa  
Mottahedeh  
Nambé  
Nicolette Mayer  
Olivia Riegel  
Orrefors  
Pampa Bay  
Pickard China  
Pickard Crystal  
Pimpernel  
Pinto Paris  
Portmeirion  
Raynaud  
Relish  
Revol  
Robert Haviland & C.  
Parlon  
Rochard Limoges  
Rosenthal  
Rosle  
Royal Crown Derby

Royal Limoges  
Royal Worcester  
Salisbury  
Sambonet  
Savannah Bee  
Company  
Shelby Dillon Studio  
Silvero  
Skyros Designs  
Sophie Conran  
Spode  
Teakhaus by Proteak  
The Prince Company  
Thomas by Rosenthal  
Towle  
Tuttle  
Vagabond House  
Varga  
Versace by Rosenthal  
VIETRI  
Vista Alegre  
Viva by Vietri  
Wallace  
Wilton Armetale  
Wolf and Irving  
Woodard & Charles  
Zoku





## Market Solution:

### Cost to Add 1 Product to a Website

**Before**

Without Shop Local

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Cost:  
\$1 per item.  
3 minutes per item.

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**After**

With Shop Local

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Cost:  
\$0 per item.  
0 minutes per item.

---

VS



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



VS

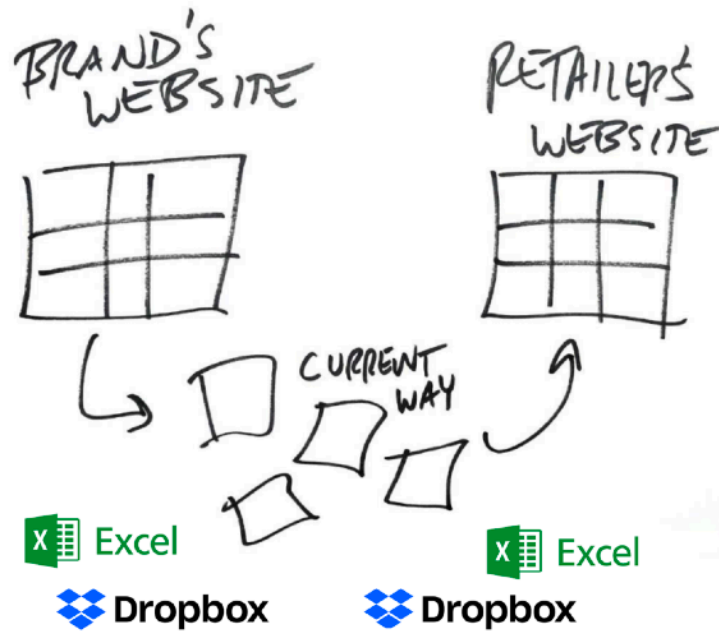


# Market Solution: Brand Syncing

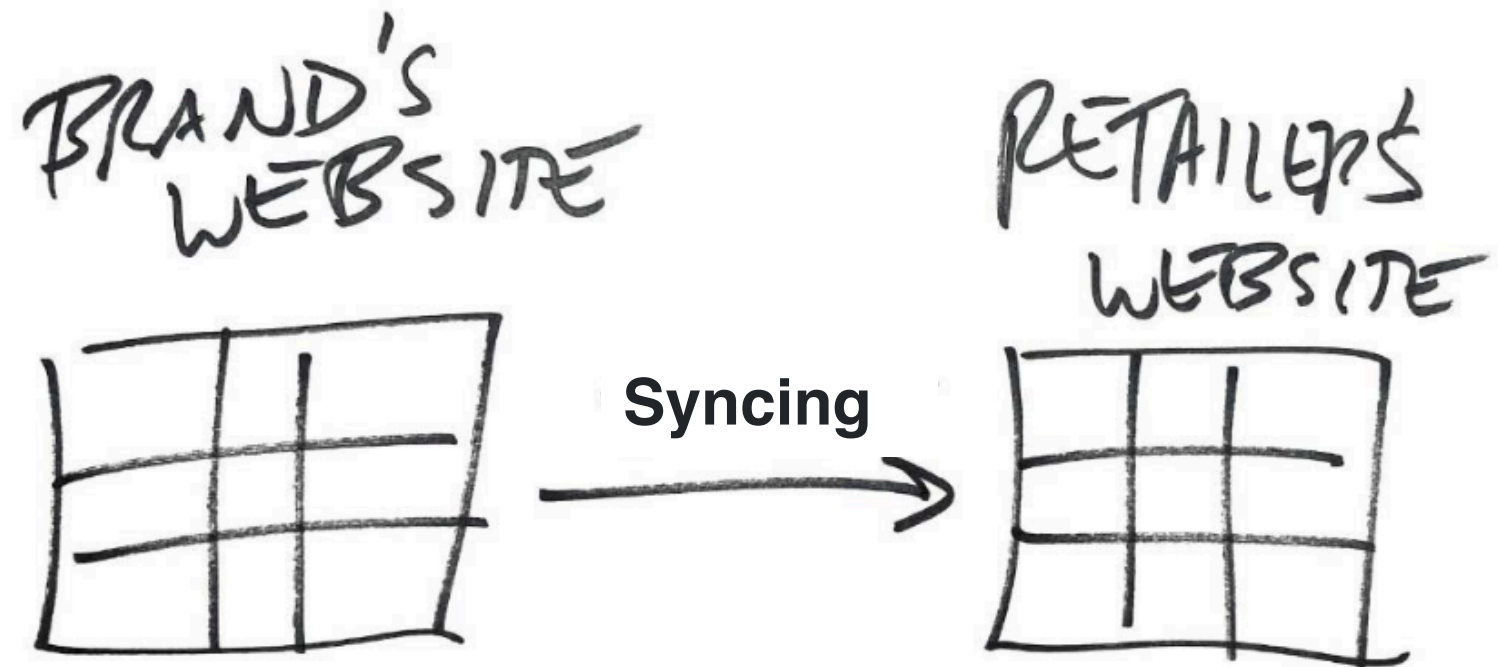
Brand	Number of Products	Time to Add to Website Manually	Cost to Add to Website Manually	Annual Cost to Maintain Manual Products	Cost to Add to Website Using Product Syncing Service	Time to Add to Website Using Product Syncing Service
Beatriz Ball	765	5.5 Days	\$765	\$143	Free Save \$908	4 Minutes Save 5.5 Days
Casafina	1,015	7.3 Days	\$1,015	\$190	Free Save \$1,205	4 Minutes Save 7.3 Days
Herend	5,136	36.7 Days	\$5,136	\$963	Free Save \$6,099	4 Minutes Save 36.7 Days
Juliska	1,041	7.4 Days	\$1,041	\$195	Free Save \$1,236	4 Minutes Save 7.4 Days

## Market Solution

### Without Shop Local



### With Shop Local



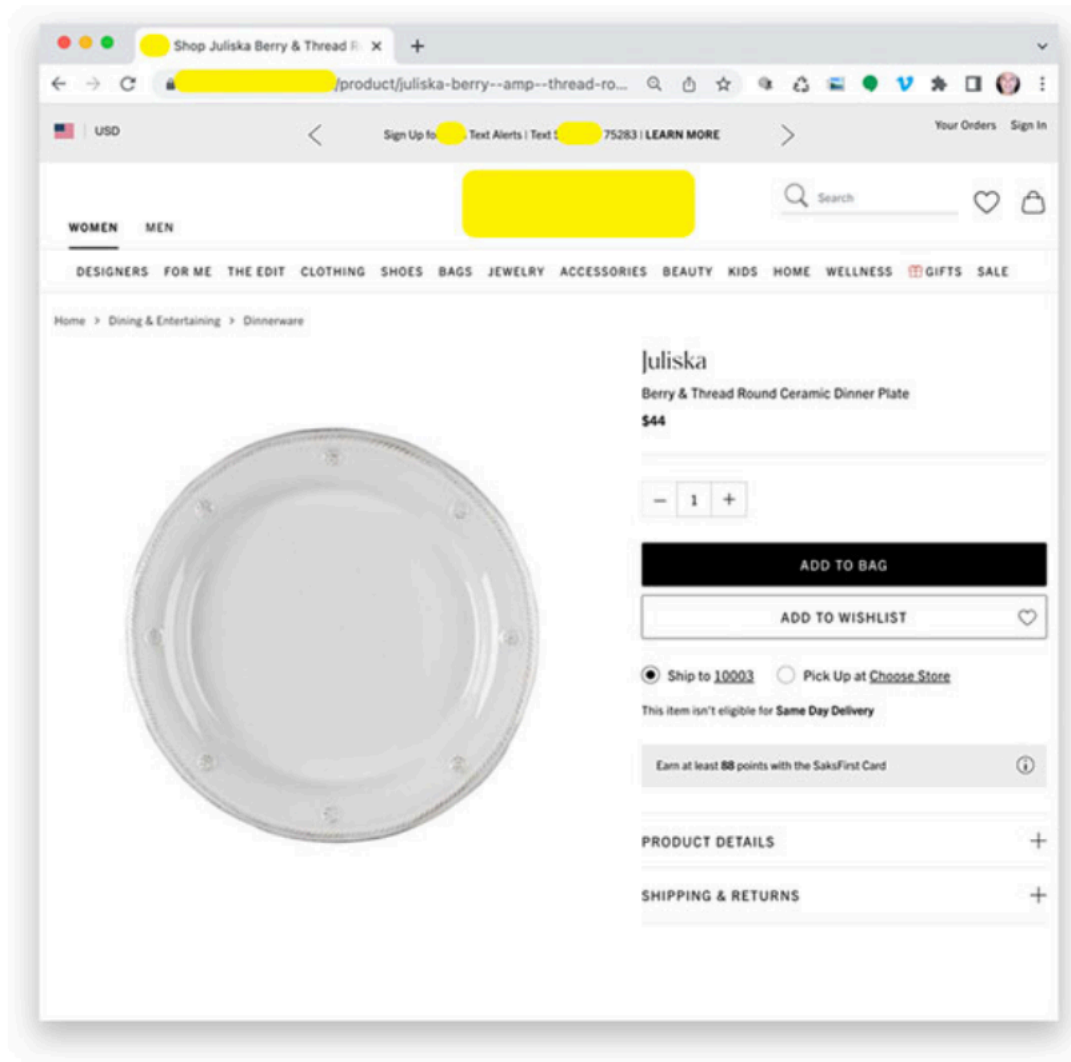
Sending numerous Excel files and Dropbox links is time consuming and inefficient.

Bridge Shop Local helps stores skip these services.



## Market Solution: Example

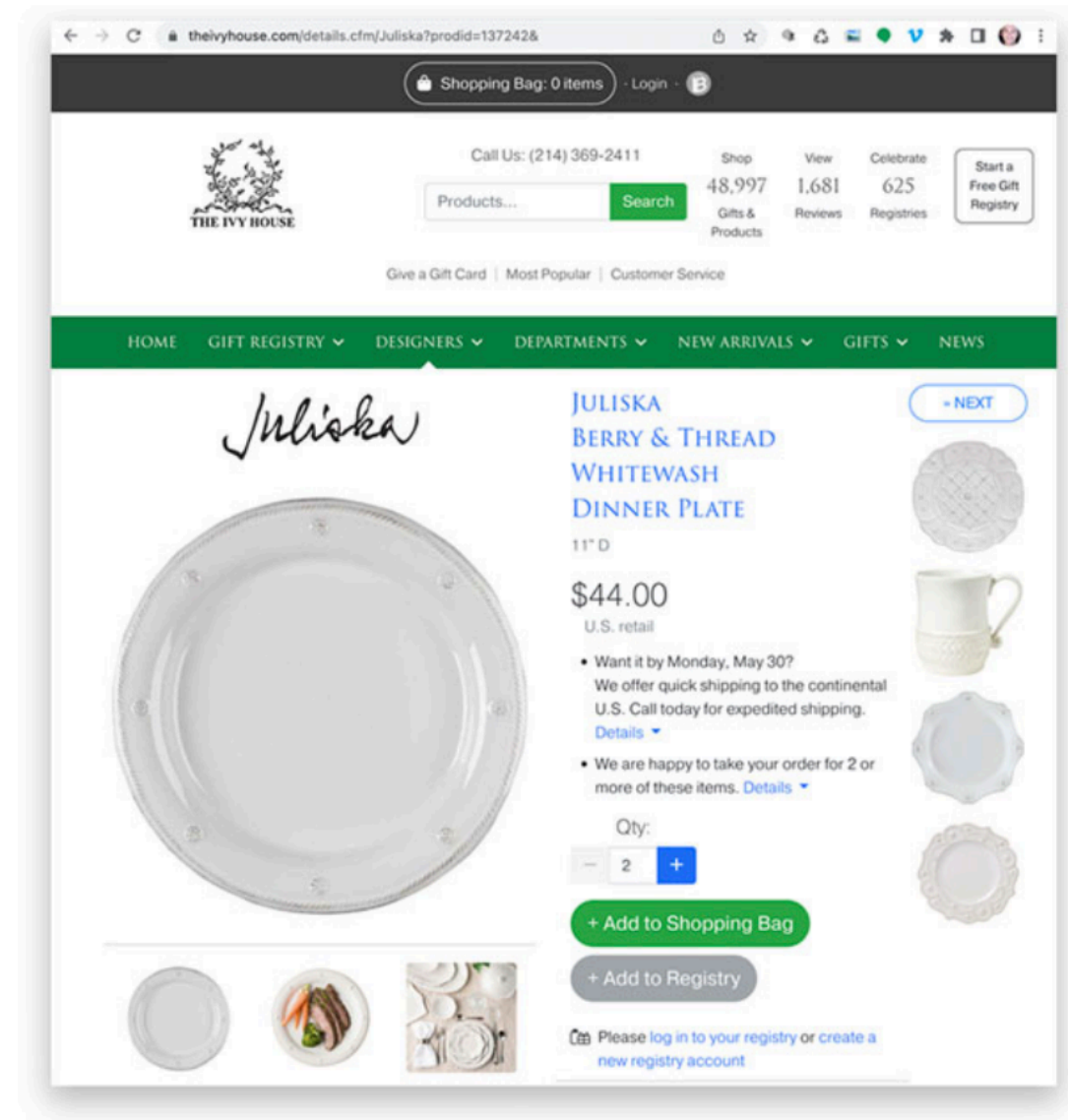
Retailer not using Shop Local's Syncing



Product shows just a few pieces of information:

1. Product name
2. Price
3. Picture ~ just one picture

Retailer using Shop Local's Syncing

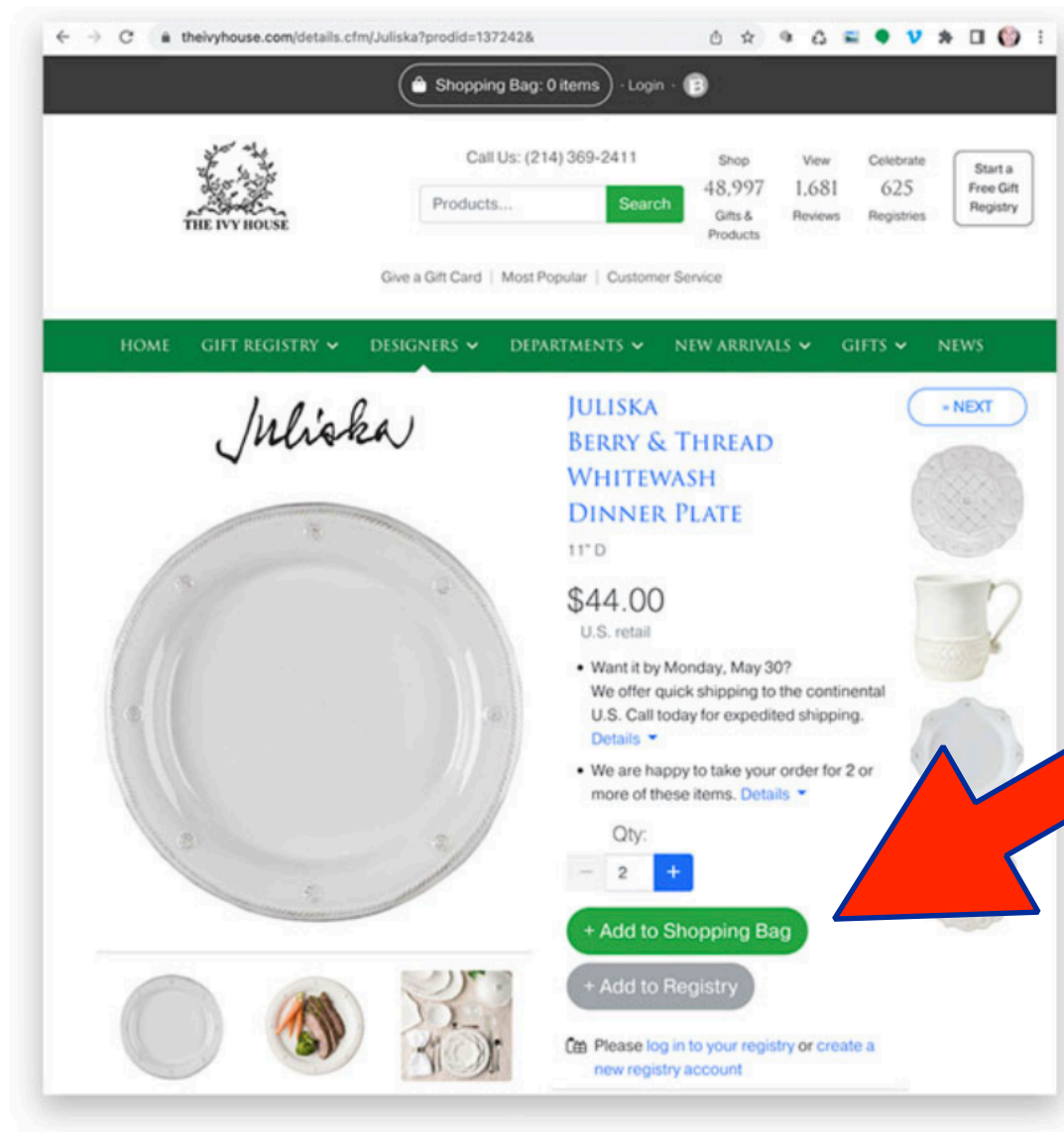


Product shows 30+ variables, including:

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

## Market Solution: Gift Registry

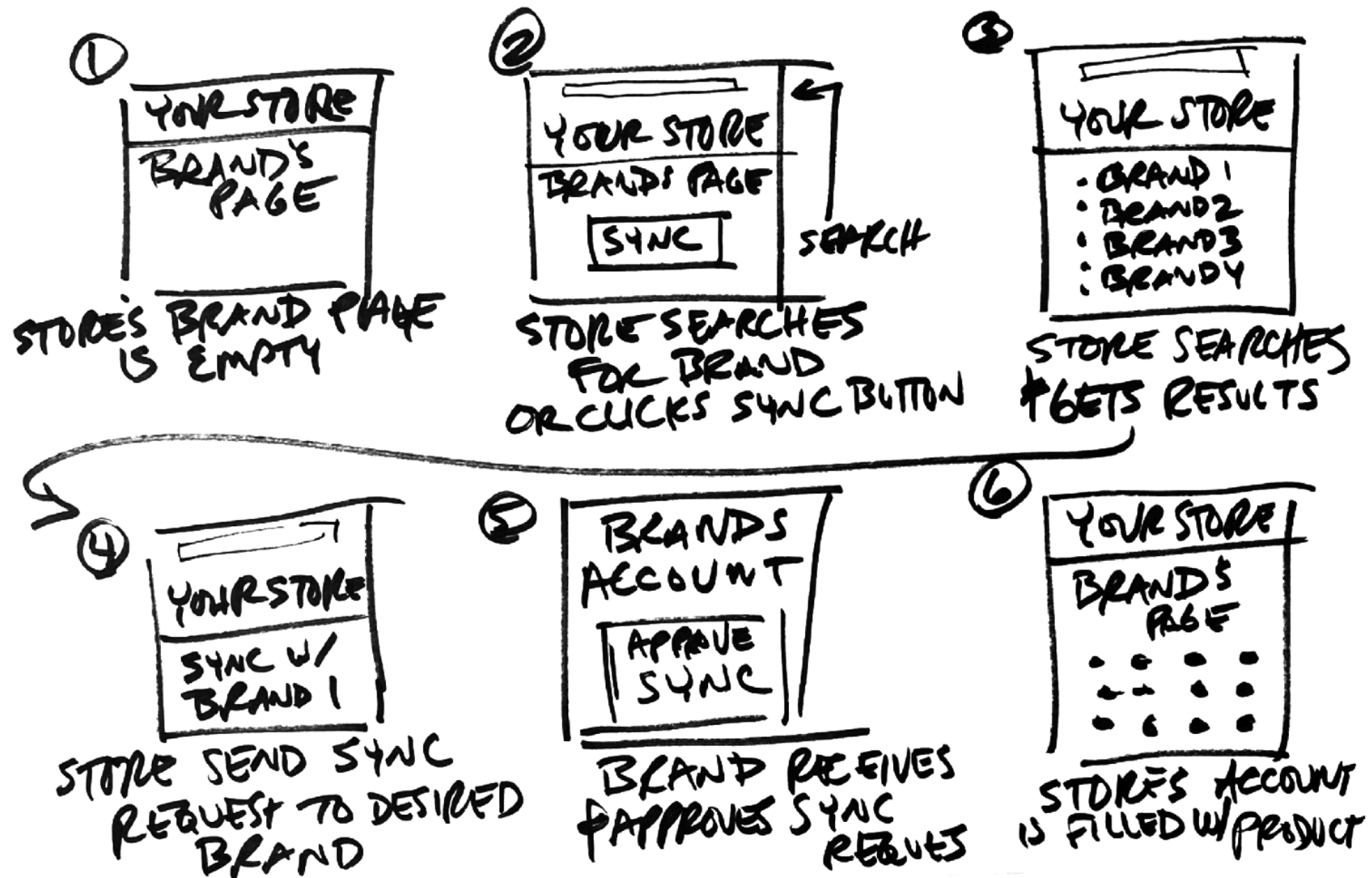
Shop Local's Store Includes Gift Registry Software



90% of indie stores sales via Shop Local's platform are gift registry related.

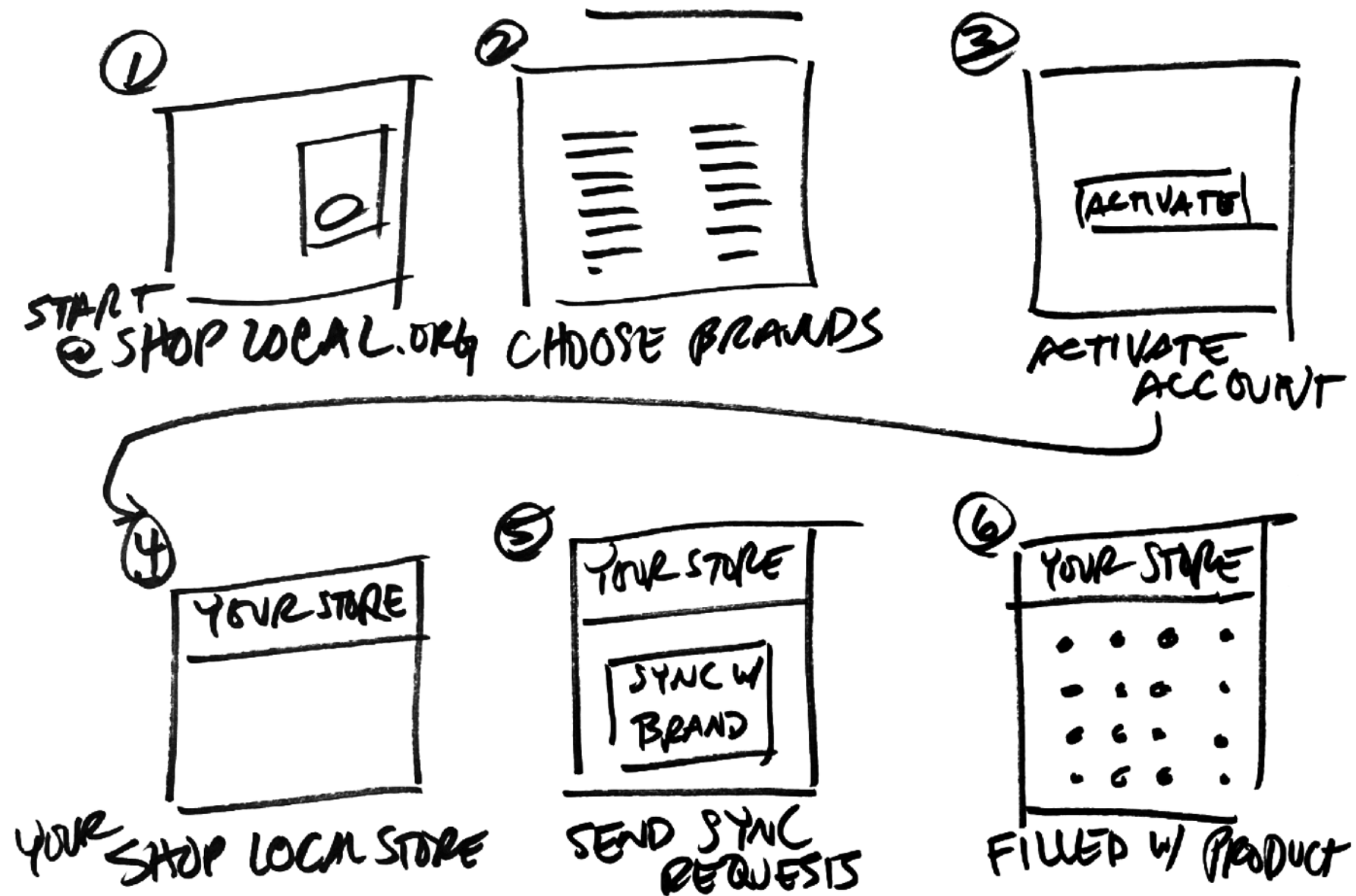
# Market Solution: How Does Syncing Work?

Member with existing Shop Local account



# Market Solution: How Does Syncing Work?

New member to Shop Local





# For the Rep: Sign up a Retailer and the Rep Receives a \$200 Finders Fee



PDF sign up sheet:

**SHOP LOCAL**  
Easily Sell Your Favorite Brands Online Using Bridge

1. Bridge accounts include a free, online product catalog. Retailer's name, logo, and contact information appear at top. Easily see current products with professional pictures, prices, and dimensions. Retailers can show this 'real time' catalog to their customers or download data.

Please circle the Product Syncing Brands below with which you'd like to fill your account:

# of products	# of products	# of products
Anna Weatherley 555	Herend 4,678	Pickard China 2,771
Annieglass 257	International Silver 151	Portmeirion 345
Arte Italica 534	Jars 244	Raynaud 2,669
Arthur Court 707	Joseph Joseph 319	Revol 515
Baccarat 103	Julia Knight 659	Robert Haviland... 411
Badash 309	Juliska 853	Rosenthal 1,277
Beatriz Ball 819	Kirk Stieff 133	Royal Crown Derby 1,110
Bodrum 662	Kosta Boda 127	Royal Limoges 1,288
Bugatti 487	Le Creuset 968	Salisbury 657
Calaisio 122	MacKenzie-Childs 1,138	Sambonet 1,903
Carmel Ceramica 151	Mario Luca Giusti 430	Skyros Designs 933
Casa Alegre 166	Mariposa 789	Spode 324
Casaffina 945	Mary Jurek 264	Teakhaus 58
Costa Nova 933	Meissen 159	Thomas 388
Couzon 372	Messmermeister 433	Towle 307
Deshoulieries 999	Michael Aram 1,086	Vagabond House 442
Empire Silver 123	Mikasa 190	Varga 1,342
Erbario Toscano 144	Mottahedeh 810	Versace 1,227
Ercuis 1,797	Nambé 567	Vietri 2,291
Gien 2,631	Olivia Riegel 313	Vista Alegre 1,715
Ginori 837	Orrefors 249	Viva by Vietri 380
Golden Rabbit 678	Pampa Bay 329	Wallace 266
Gorham 271		

Free: Sync with unlimited brands and products.

Please note: The Syncing Brand must approve a retailer's sync request.

You may staple a business card to this form.

Write in: \_\_\_\_\_ Complete list of 110+ partner brands: [shoplocal.org](http://shoplocal.org)

2. **Free online store included.** Turns your catalog into online store with gift registry. Retailers report selling 18% more with Bridge Store and Product Syncing. Opt out (no Store): ☐

3. Retailer name: \_\_\_\_\_ Store telephone: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Contact name: \_\_\_\_\_ Referral name: \_\_\_\_\_

4. Submit: Please email picture of form to [jason@shoplocal.org](mailto:jason@shoplocal.org) or text to 1-212-254-9654

5. After submission, Bridge will initiate brand sync requests and email retailer login access.

Help: 1-212-254-9655 [www.shoplocal.org](http://www.shoplocal.org)

Online sign up sheet:

[https://www.shoplocal.org/sign\\_up\\_one\\_pager.cfm](https://www.shoplocal.org/sign_up_one_pager.cfm)

shoplocal.org/sign\_up\_one\_pager.cfm

**SHOP LOCAL**  
**BRIDGE**  
Shop Local E-commerce Platform Powering 1,200+ Indie Businesses

Refer a Retailer to Bridge's Shop Local Service  
One Pager

This page is designed for a business (e.g. a brand, sales rep, etc.) to refer a retailer. If a retailer wishes to sign up itself, it should use the sign up form on [Shop Local home page](http://Shop Local home page).

A Shop Local account includes a free, online product catalog. Retailer's name, logo, and contact information appear at the top of this account. Instantly view and display products with professional pictures, prices, and dimensions from popular brands. Retailers can show this 'real-time' catalog to their customers or download data.

1. Select the Brands

Please check all the Product Syncing brands with which the retailer would like to sync and fill the account with products. Please note: a retailer must be an authorized dealer to sync.

Shop Local's 106 Product Syncing Brand partners

<input type="checkbox"/> Abbiamo Tutto	<input type="checkbox"/> D'Argenta	<input type="checkbox"/> Mariposa	<input type="checkbox"/> Royal Limoges
<input type="checkbox"/> Abigails	<input type="checkbox"/> Dartington Crystal	<input type="checkbox"/> Mary Jurek	<input type="checkbox"/> Royal Worcester
<input type="checkbox"/> Agraria	<input type="checkbox"/> Deruta Of Italy	<input type="checkbox"/> Medard de Noblat	<input type="checkbox"/> Salisbury
<input type="checkbox"/> Anna Weatherley	<input type="checkbox"/> Deshoulieries	<input type="checkbox"/> Meissen	<input type="checkbox"/> Sambonet
<input type="checkbox"/> Annieglass	<input type="checkbox"/> Emile Henry	<input type="checkbox"/> Messmermeister	<input type="checkbox"/> Savannah Bee
<input type="checkbox"/> Arte Italica	<input type="checkbox"/> Empire Silver	<input type="checkbox"/> Michael Aram	<input type="checkbox"/> Company
<input type="checkbox"/> Arthur Court	<input type="checkbox"/> Erbario Toscano	<input type="checkbox"/> Mikasa	<input type="checkbox"/> Shelby Dillon Studio
<input type="checkbox"/> Arzberg	<input type="checkbox"/> Ercuis	<input type="checkbox"/> Mottahedeh	<input type="checkbox"/> Silvero
<input type="checkbox"/> Baccarat	<input type="checkbox"/> Fitz and Floyd	<input type="checkbox"/> Nambé	<input type="checkbox"/> Skyros Designs
<input type="checkbox"/> Badash	<input type="checkbox"/> GEFU	<input type="checkbox"/> Nicolette Mayer	<input type="checkbox"/> Sophie Conran
<input type="checkbox"/> Beatriz Ball	<input type="checkbox"/> Gien	<input type="checkbox"/> Olivia Riegel	<input type="checkbox"/> Spode
<input type="checkbox"/> Bodrum	<input type="checkbox"/> Ginori 1735	<input type="checkbox"/> Orrefors	<input type="checkbox"/> Teakhaus by Proteak
<input type="checkbox"/> Bordallo Pinheiro	<input type="checkbox"/> Golden Rabbit	<input type="checkbox"/> Pampa Bay	<input type="checkbox"/> The Prince Company
<input type="checkbox"/> Bottega del Vino Crystal	<input type="checkbox"/> Gorham	<input type="checkbox"/> Pickard China	<input type="checkbox"/> Thomas by Rosenthal

## 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 and the Shop Local E-commerce Platform

- 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.

