



## The Perfect Recipe for Growing Your Representative's Businesses



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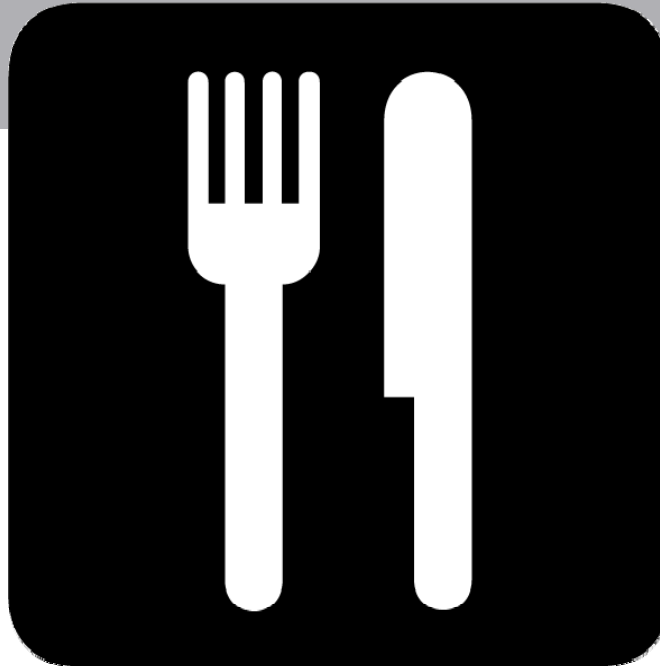
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# Maximize Business Potential

Factors that create the perfect meal

- Selecting the ingredients
- Acquiring the ingredients
- Cook & Serve



Factors that create the optimal business model

- Product Offering
- Optimizing Operations Across the Supply Chain
- Technology

**Financial Benefit. Convenience. Accountability.**

# The Objective

The goal is to  
**control brand**  
and  
**increase profitability**



# Ingredients

Direct mail

Printed Marketing Materials

Promotional

Apparel

Social Media

Email Marketing

Advertising

Public Relations



# Tangible Products



It takes 18 touches to turn someone who is a non-customer into a customer

## Promotional Products Work

- Last year, American companies spent \$18 billion on Promotional Products
- They are tangible and long-lasting
- They have a high perceived value
- They have a much higher recall than conventional advertising

# Centralize

- Technology
- Sourcing
- Decoration
- Warehousing
- Fulfillment
- Distribution



# Technology

**Tighten Control but Loosen Access**



**Online Ordering Programs or**

**Online Company Stores should:**

- Centralize ordering
- Speed corporate campaign rollout
- Make branded products accessible 24/7 online
- Cut the cost of sales and marketing programs
- Provide Customer Care and Payment Processing
- Put affordable products in the hands of your representatives
- Give you the tools to control your messaging and your brand

# Technology

## Major Benefit Centralize Ordering

Additional Benefits include:

- Financial Benefit
- Convenience
- Accountability



# Common Challenges

## **Cost. Hassle. Time.**

- Overspending to receive price breaks
- Not enough variety
- Not convenient to access
- Overhead is too high
- Cash Flow



# Procurement

- Cut out the middleman
- No long-term contracts
- Overhead reduction
- No upfront costs for inventory
- Eliminate Multiple Vendors
- Maximize volume discounts
- Offer all product price points



# Production On-demand

## Value

- No Minimum orders
- Minimal obsolete inventory
- Always have all sizes in-stock
- Limit backorders

## Benefit

- Customization of templates for printed items and promotional items
- On-demand Production
- Variable data

## FANCY ROLL

47. Summer	Avocado/ asparagus/ caviar topped w/ sm. salmon & mango	14.50
48. SQ	Sashimi cucumber rolled w/ spicy tuna	12.50
49. Rainbow	Crab stick/ avocado topped tuna, salmon, yellowtail, white fish	12.50
50. Poppy Scallop	Fresh sea scallop, spicy aioli, topped red/ green caviar	12.50
51. Aoki Spider	Soft shell crab/ avocado/ scallion/ caviar wrapped w/ marinated white radish	15.50
52. BBQ Chilean Seabass	Crispy grilled seabass/ asparagus & glazed w/ chef's special BBQ sauce	12.50
53. Drama	S.W.Tuna / tempura eel/ avocado/ crunch wrapped w/ soy paper	14.50
54. Pink Panthers	Cr. spicy tuna/ tempura eel/ avocado/ wasabi caviar wrapped w/ soy paper	15.50
55. Dynamite	Crunchy spicy salmon topped w/ crab meat	12.50
56. Vagan	Seaweed salad/ asparagus topped w/ tofu skin	12.50
57. Wasabi	Tuna/ salmon/ yellowtail/ avocado topped w/ wasabi caviar	13.50
58. Gold Medal	Tuna/ w.tuna/ avocado/ crunch/ aioli wrapped w mango & topped w/ gold flakes	18.00
59. Spider Roll	Soft shell crab/Q / Mayo/ Caviar	14.25
60. Jewelry	Lobster / asparagus/ crunch wrapped w/ kiwi/ caviar	14.25
61. Salamander	Shrimp tempura wrapped w/ spicy tuna & topped w/ king crab/ caviar	17.00
62. Zelda	Shrimp tempura, asparagus topped w/ crab meat & mayo	15.00
63. Tiger Roll	Eel/ Q topped w/ shrimp, red & black tobiko	14.50
64. Aoki Special Roll	Avocado/ Q / asparagus topped w/ hurricane salad & black tobiko	16.00

## FANCY FANS 23.00

served w/ miso soup or salad

Assortment of any two Fancy Rolls

# Inventory and Fulfillment



## **Value**

- 24 hour turn time
- Don't outsource fulfillment

## **Benefit**

- Last Minute orders
- Lower Overhead

# Reporting

- Min/Max levels
- Study your representatives behavior
- Watch your ROI
- Stick to Budgets



# Thank You

If you would like a copy of my online store shopping list and examples of an online company store please email or call me.

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