

WHEREOWARE  
DESIGN • DEVELOPMENT • MARKETING

&



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# YOUR 2020 DIGITAL STRATEGY

(Your 21<sup>st</sup> Century Playbook)

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## ABOUT **WHEREOWARE**

privately held digital agency

**17 years** of experience in **gift & home** industry

**230 (130 G&H, ~\$200M in sales)** personalized websites

**1.3 billion** email sent

**\$1 billion in sales** through mobile applications

browser-based products

data integration

# OUR CLIENTS



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# ABOUT ELLER ENTERPRISES



Eller Enterprises is a consulting firm serving companies and individuals primarily within the Home Accent, Furniture, and Giftware industries. These businesses include Wholesalers, Product Designers, Merchandise Trade Marts, Marketing, Public Relations, and Advertising firms. Eller Enterprises also offers personal executive coaching and professional speaking to customers in a variety of industries.

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## WHY ARE WE DOING THIS

- Realize the depth of change that is coming.
- Recognize the PACE of change.
- Transition your business from old world commerce to new world commerce.

the most important word here ... **HURRY**

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## RANDY'S PREDICTIONS ON...



- Supply chain
- Vendors
- Sales engines
- Internet retailers
- Marts and shows
- Direct to consumer marketing

# SELLING B2B TODAY

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B2B digital leaders

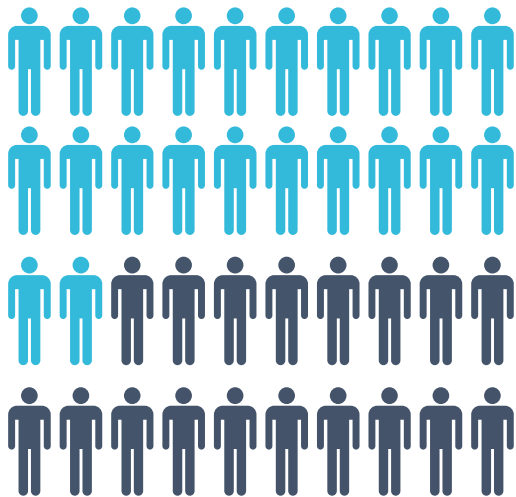
drive **five** times  
more revenue growth  
than their peers

October 2016 - <http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/how-b2b-digital-leaders-drive-five-times-more-revenue-growth-than-their-peers>

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# BUYERS ARE CHANGING

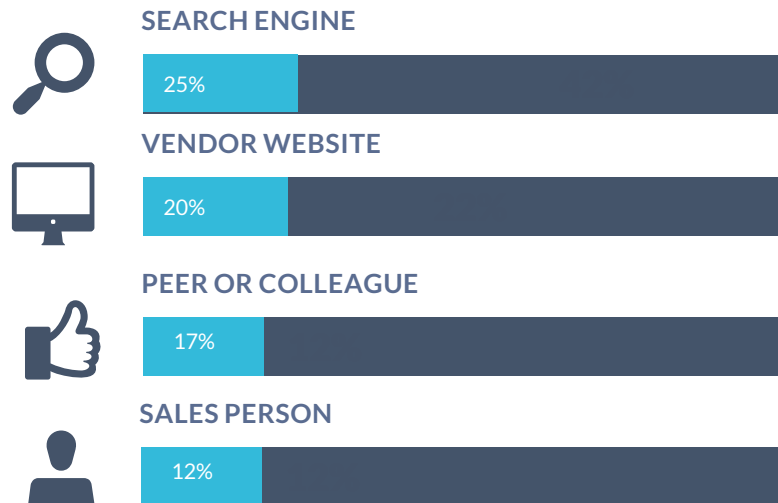


of B2B buyers are millennials

2014 Google and the research house Millward Brown Digital.

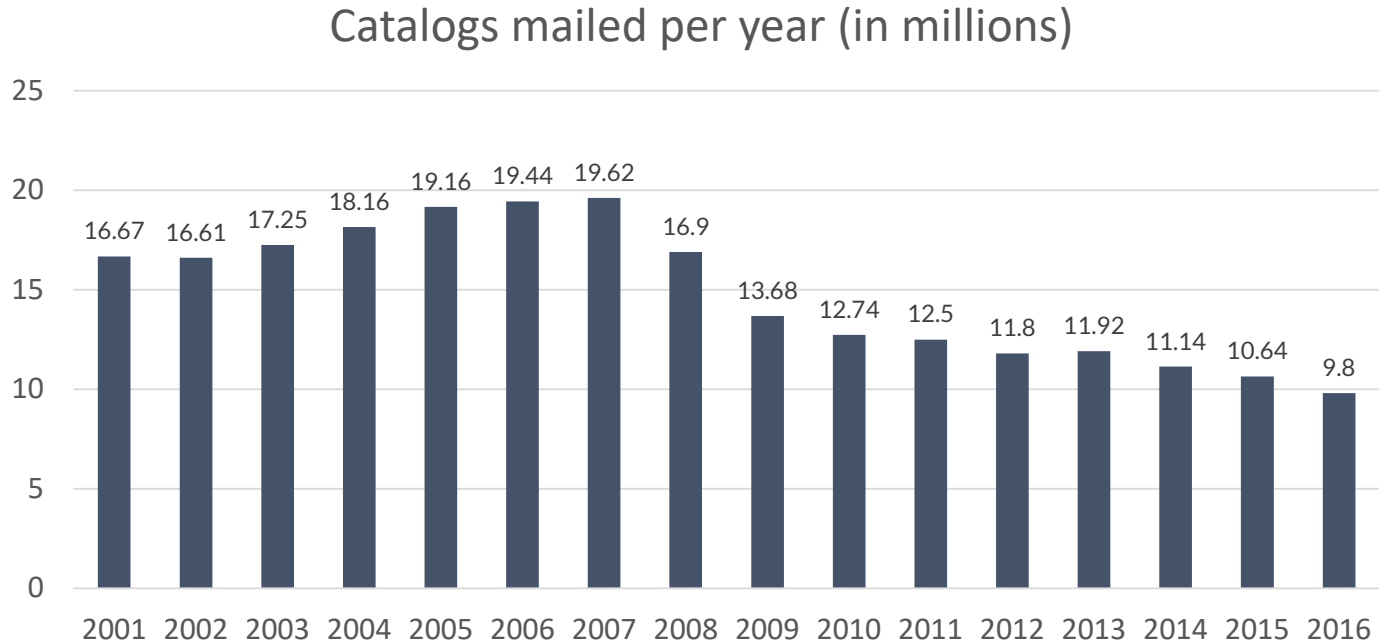
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When research a new product, which one of the following is the most important to you?



2016 - [http://sacunas.net/reports/Millennial-B2B-Report\\_Sacunas-web.pdf](http://sacunas.net/reports/Millennial-B2B-Report_Sacunas-web.pdf)

# PRINT CATALOG DECLINE CONTINUES

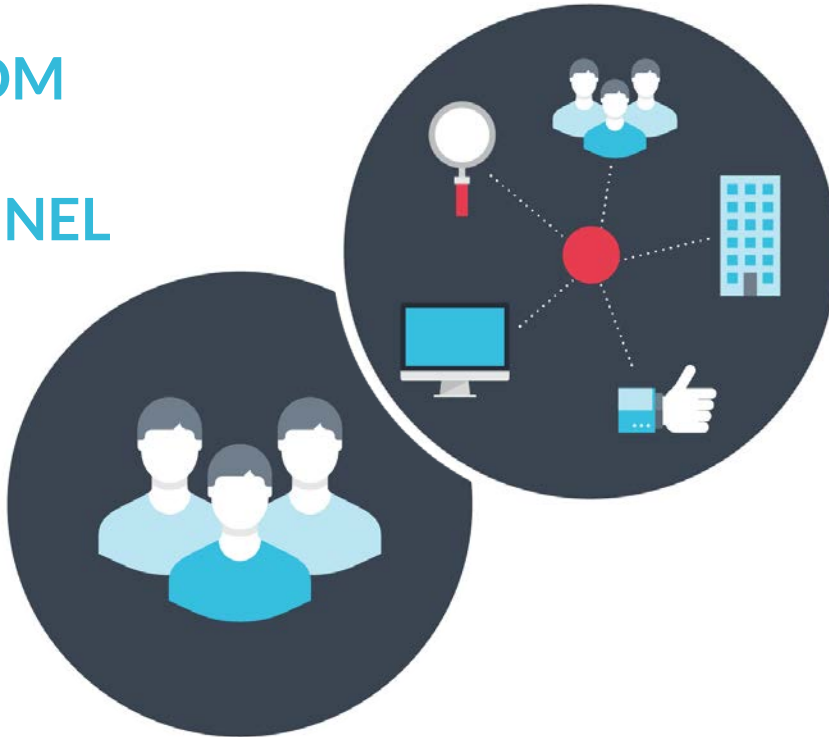


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# SHIFT IN BUYER BEHAVIOR

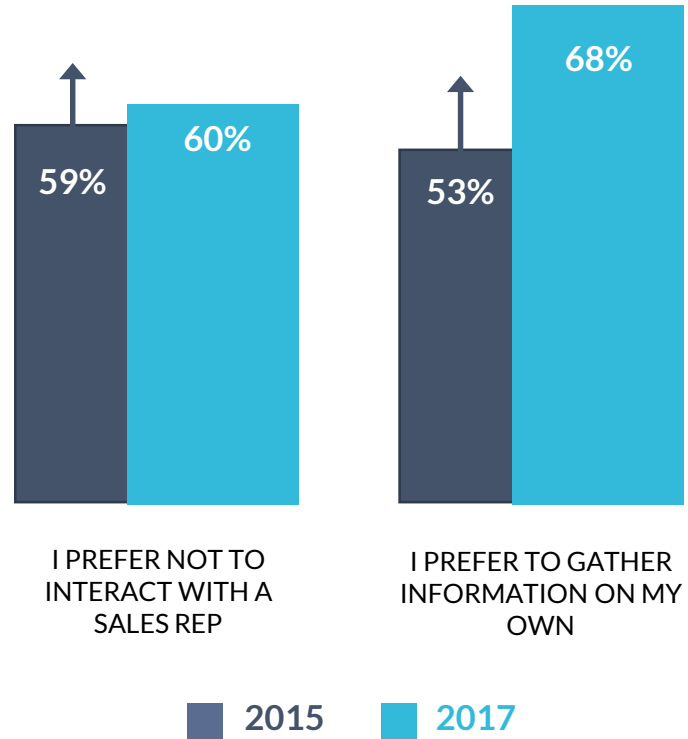
## CHANNEL SHIFT FROM OFFLINE-ONLY TO ONLINE-OMNICHANNEL PURCHASING

Forrester: Death Of A (B2B) Salesman:  
Two Years Later



# MORE SELF SERVICE

## B2B BUYERS INTENSIFY THEIR DESIRE FOR SELF-SERVICE



Forrester: Death Of A (B2B) Salesman:  
Two Years Later

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# THE B2B BUYER MOVES FREELY

Moving freely based on needs and purchase complexity



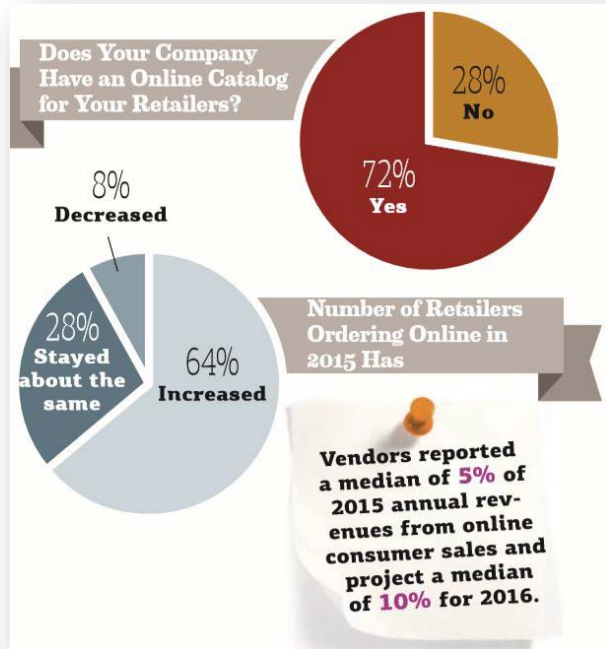
Forrester: Death Of A (B2B) Salesman:  
Two Years Later

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# THE GIFT & HOME INDUSTRY

# ONLINE FOCUS



## Placing Orders

Percentage of retailers ordering products

At trade shows	78%	
Online	77%	
With sales reps in store	73%	
With sales reps by email	67%	
With sales reps by phone	56%	
With sales reps online	16%	
Fax	4%	

# THE STATE OF B2B ONLINE SALES 2013

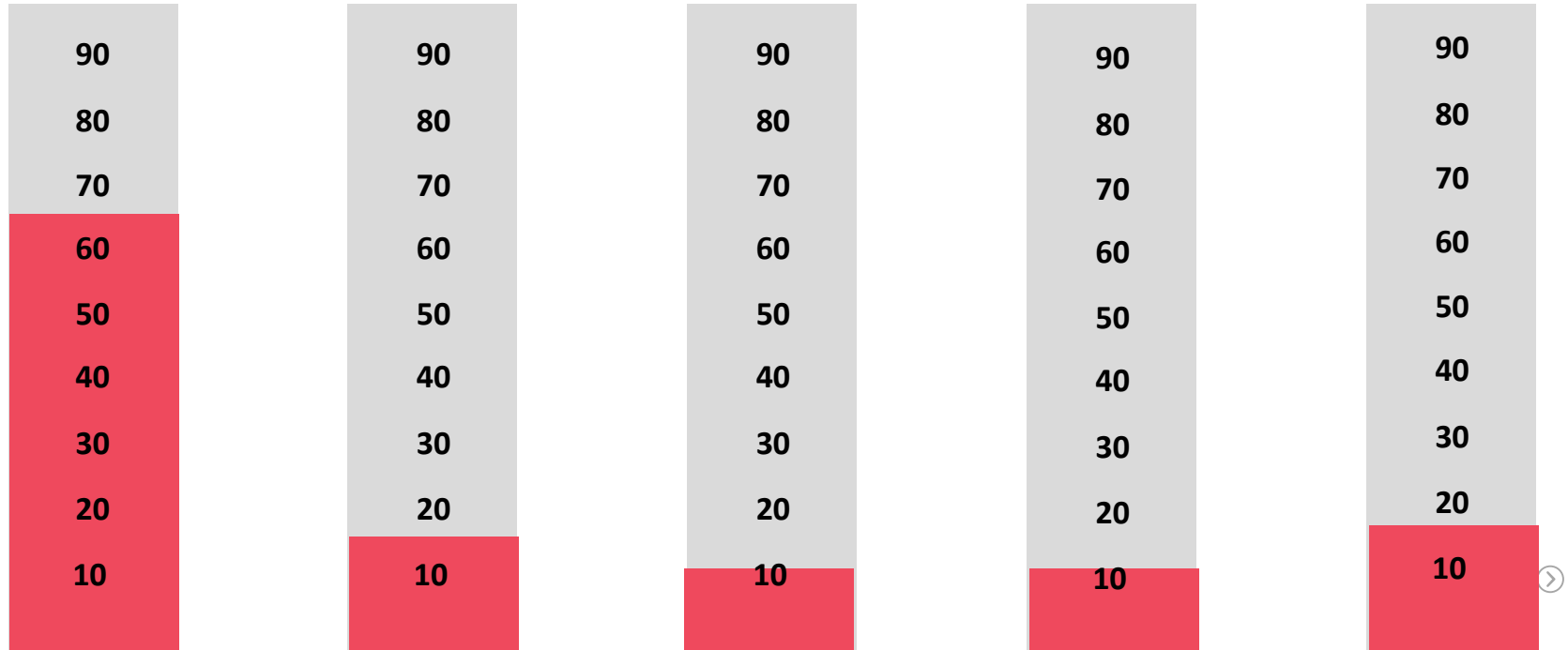
**% engaged visitors**  
Unique logins/total customers

**% customers that order online**  
Customers that purchase online/total customers

**% sales online**  
Sales online/total sales

**Average customer conversion rate %**  
Total logins/total online orders

**% of online revenue from email**  
Email revenue/online revenue





# THE STATE OF B2B ONLINE SALES 2017 (GROWTH OVER 2013)

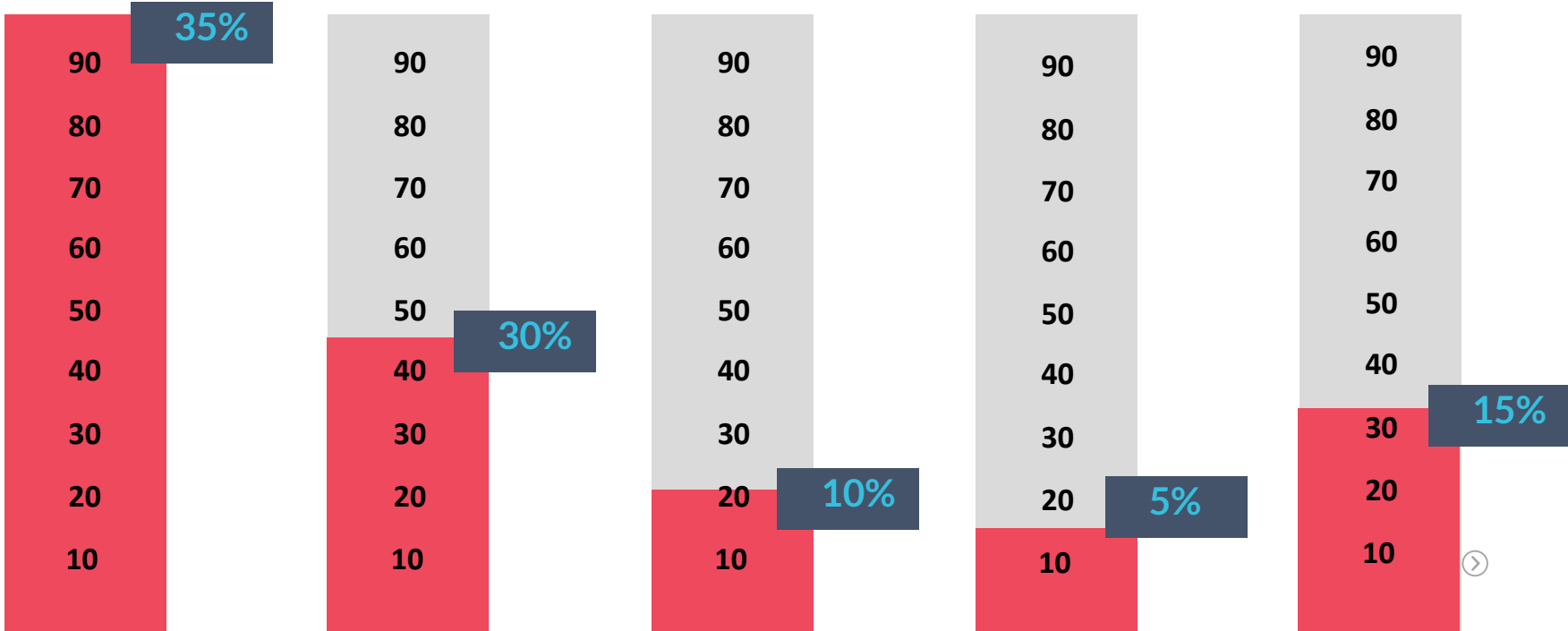
**% engaged visitors**  
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**% sales online**  
Sales online/total sales

**Average customer conversion rate %**  
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**% of online revenue from email**  
Email revenue/online revenue



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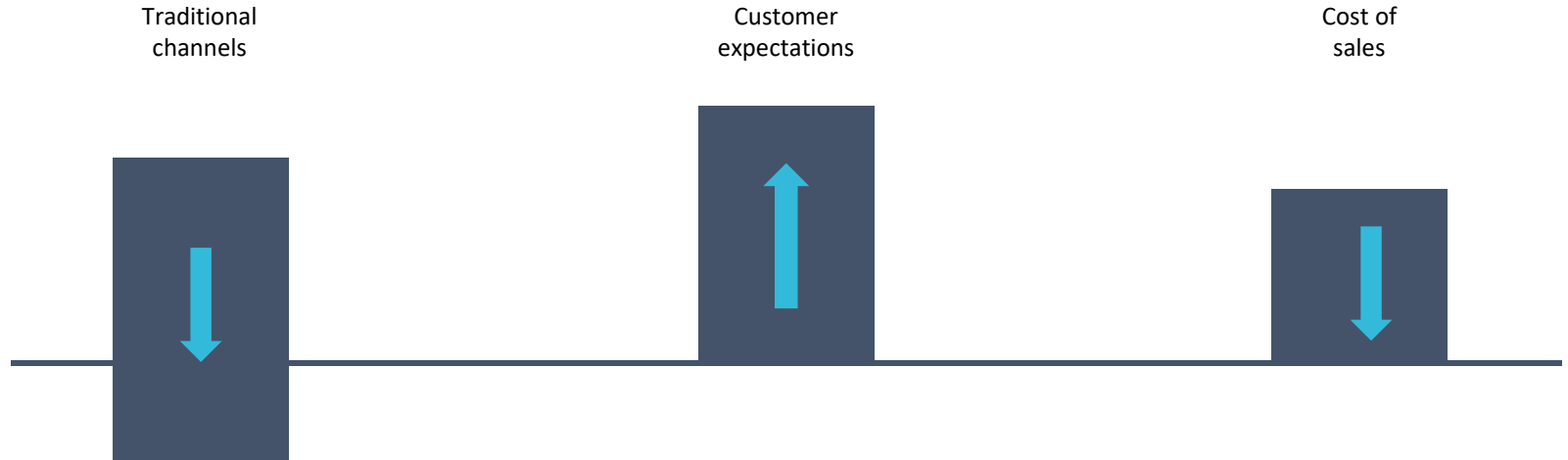
# RETAILERS SHIFTING FROM BROWSING TO BUYING

Metric	Q1 2016 VS Q1 2017: % Change
Website Visits	2%
Total Logins	13%
Online Sales	16%
Online Orders	12%
Mobile Visits	5%
AOV	4%

\*Whereoware site index

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# THE PATH TO MARKET IS CHANGING



A photograph of a modern furniture store interior. The scene is brightly lit with recessed ceiling lights. In the foreground, there's a light-colored sofa and a wooden coffee table with a vase of white flowers. To the right, there are two armchairs with light-colored upholstery and dark metal frames. In the background, there's a display area with a bed, a desk, and various other furniture pieces. A large teal semi-transparent rectangle is overlaid on the left side of the image, containing the main text.

# WHAT SHOULD YOU DO ABOUT IT

(21<sup>ST</sup> CENTURY PLAYBOOK FOR A 21<sup>ST</sup> CENTURY GAME)



“One million U.S. B2B salespeople will lose their jobs to self-service ecommerce by the year 2020.”

\*Forrester, death of a b2b salesman, 2015

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# FORRESTER'S PREDICTION FOR SALES ROLES



## Order takers

**Role:** process orders that customers could easily place through online self-service

**Job loss:** 33%, or close to 550,000 out of 1.6 million jobs;



## Explainers

**Role:** provide buyers with more information about complex products.

**Job loss:** 25%, or close to 400,000 out of 1.5 million jobs;



## Navigators

**Role:** help buyers understand what their own companies need to purchase.

**Job loss:** 15%, or close to 150,000 out of 900,000 jobs;



## Consultants

**Role:** extensive knowledge of buyer's company to help the buyer understand what her company needs to purchase.

**Job gain:** 10%, to 550,000 from 500,000.

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It's time to redefine your sales channel...



The background of the slide features three soldiers in full tactical gear, including helmets, goggles, and vests, holding rifles. The image is semi-transparent, allowing the text to be clearly visible. The soldiers are positioned in a line, with the one on the right being the most prominent.

## THE BEST:

- people
- training
- equipment
- information

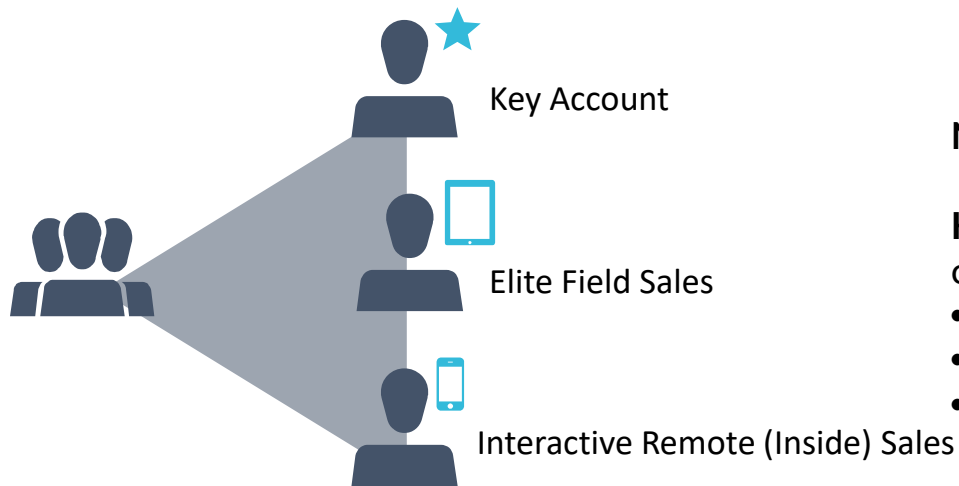
# CUSTOMERS MOVING FREELY ACROSS CHANNELS



- B/C Accounts
- A/B Account
- ★ Key account

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# CHANGE SALES REP MIX



**NEED:** Guide buyer in purchase process

**HOW:** Extensive knowledge of buyer's company

- Industry knowledge
- Past purchase information
- Customer behavior and preferences

## THE NEW RETAILER NEEDS:

- Seamless experience across channels
- Informed sales professionals that understand their business needs



A black and white photograph of a woman with short dark hair, smiling and looking upwards and to the right. She is wearing a white top with a small heart pattern. She is sitting at a desk in what appears to be a craft or retail store. In the background, there are shelves with various items, including bags and decorative objects. On the desk in front of her, there are some small items, including a sign that says "Bande 4/5" and a small container. The overall atmosphere is bright and cheerful.

**HOW DO YOU SERVE  
THIS NEW  
CUSTOMER?**

# WHEREOWARE'S 2020 PRESCRIPTION + ROADMAP


TECHNOLOGY	WHAT YOU NEED NOW	PLAN ON IN NEXT 2 YEARS	PLAN ON IN NEXT 3 YEARS
Personalized Interactive Websites	██████████		
Precise and Timely Target Marketing	██████████		
Lead Generation + Scoring + Nurture	██████████		
Actionable Presentation Builders	██████████		
Integrated Smart & SFA Tool	██████████		
PIMS System	██████████		
Automated and Actionable Analytics		████████████████████	
BI /AI Cognitive Recommendations		████████████████████	
Video assisted remote selling			████████████████
B2B CRM			████████████████



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# ANY QUESTIONS?

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