

Tips & Tricks



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Turn your customers into your sales force!

For : Wilcom DecoNetwork.com

Sound strange? Hear us out...

It is a well known fact that it's a lot more cost effective to try to **keep your existing customers**, rather than attract new ones. Simple ways to do this are by consistently providing **quality products** and services, **treating your customers well**, and **making it convenient** and enjoyable for them to purchase from you.

Here's how you can do all that, and more...

Wilcom DecoNetwork.com is built around the concept of not just having your own web site, but an online marketplace of resellers.

Let's use Marco's Polos as an example. Marco's Polos has a DecoNetwork.com web site and supplies embroidery and printing. They have a line of school uniforms that they market and sell to local schools, which in turn resells the uniforms to parents and students as fundraisers.

Current situation: It's not convenient and it's hard to avoid mistakes

The school has to send out hundreds of order forms to parents, collect them, consolidate the orders, manage the payments and finally submit the order to Marco Polo's. This is a time consuming task and requires money to change hands at various stages.

For Marco, it's hardly worth the effort. By the time he has received the order, chased payments and gone back and forth with misspelled names, etc his profit margin is quite small. Sound familiar?

Solution: Make it convenient, improve your service and treat your customers well.

Since Marco Polo's has DecoNetwork.com they can, at no cost, provide a web site exclusively for the school to sell uniforms to parents.

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It takes only 5 minutes to set up the **custom web site complete with the school colors, logo and uniform products.**

All the school has to do is ask the parents to order the uniforms from their web site. DecoNetwork.com automatically manages the money so that Marco Polo's collects its wholesale price from the school and the school collects its mark-up (which is easily customizable).

No more consolidating orders, no more counting money, no more headaches.

Not only that, but the parents are loving the convenience of ordering from the web site and knowing exactly what they are getting. Marco now has a great chance to up-sell...

Up-selling opportunities

Marco has decided to also offer some Mills School memorabilia mugs on the web site. Using the online designer the mugs can be customized with the student's photo, name and school year - a perfect gift for the grandparents! The parents and the school are enjoying how easy this is, and they now want to include customized buttons, bags and more.

In addition, let's say the Mill School Drama Club is putting on a Musical. They want to sell shirts to **promote their upcoming Musical and raise funds.** They can create their own web store (again, in less than 5 minutes) to sell their club shirts. The orders go straight to Marco Polo's with the Drama Club collecting their commission. This is done at no cost to the Drama Club.

Your customers become your sales force!

As you can see, there is endless possibilities for expanding your business through existing customers. Instead of the School being a customer with a very complex one-off order, it can become your sales force - promoting your services to the school community and providing you with ongoing revenue.

Just wait until it's not only the drama club but the football teams, volleyball teams and school band who want their own Affiliate stores too!

See over for a diagram and links to example stores.

For more information visit <http://wilcom.deconetwork.com>

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Turn your customers into your sales force

with Wilcom DecoNetwork.com Affiliate Stores

Fulfillment Center: *Marco Polo's*

<http://marcopolos.deco-shirts.com>



Affiliate Store: *Mill Elementary*

<http://millschool.deco-schools.com>



In this example, we see that Marco Polo's has paid for the DecoNetwork.com service and has become a Fulfillment center. They create an Affiliate store for its customer Mill School Elementary, allowing them to resell the school shirts through a custom web site linked to the Fulfillment center. The Mill School Drama Club resells Drama Club shirts as fundraisers for which they in turn create their own Affiliate store linked to the Mill School web site.

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Affiliate Store: *Mill School Drama Club*

<http://millschooldramaclub.deco-schools.com>

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