



DEMDACO[®]

New Wholesale Website

Why a New Site?

Separating the wholesale site from the consumer site not only improves the user experience for each audience, it eliminates confusion, provides more flexibility for you and your Retailers, and keeps us in line with our competition.

Simply stated: *if we don't offer a better online experience, we risk losing our Retailers to other wholesalers who do.*

Benefits of separating:

- More robust “Become a Retailer” provides an ‘online sell-sheet’ for use when prospecting
- Ability to place an order 24/7/365 (shop after hours, when TM is out of office, etc.)
- New wholesale-only features and ways to shop
- TM's still receive commissions for online orders
- Cuts down steps in certain areas (returns, credits)
- Helps TM manage their retailers the way they think is best:
 - Choose which retailers to visit vs. directing to online order
 - TM decides if in-person experience is more appropriate than online order (large retailer, new retailer, etc.)

What to Expect

What's New:

- Quick-order options
- Ability to apply for terms online
- Self-Service Portal
- Start returns online
- New account creation process
- Apply credits online
- New navigation menu
- Clear information about stock status
- Back-in-stock notifications
- Easier checkout process
- TM contact info & picture in footer - always visible
- Expanded resources (how-to-videos/Learning Center)

Communications Plan

February	March	Ongoing
2/03: TM Call 2/10: TM Comm. #1 2/24: TM Comm. #2	3/04: Retailer Comm. #1 3/06: TM Comm. #3 3/16: TM Comm. #4 3/18: Retailer Comm. #2 3/23: TM Comm. #5 3/30: TBD – TM Webinar 3/30: Retailer Comm. #3 3/31: TM & Retailer Comm. Site is LIVE	Site mentioned in Retailer communications

TM Email Communications

We're creating a TM-only landing page on DEMDACO.com (will move to new site when live). New content will be added with each communication:

2/10: How to find the new landing page and what to expect + PDF download of this PowerPoint

2/24: Keeping you in the loop:

- New site URL (*please do not share with retailer at this time*)
- Features + Things to know
- Retailer Self-Service Functions + Retailer Sheet (PDF download) added to landing page

3/09: Keeping you in the loop:

- Reminder of landing page
- FYI that new site has been merchandised

3/16: Using the new "Become a Retailer" page + Retailer Sheet (PDF download) added to landing page

3/23: Keeping you in the loop:

- What's new in the Retailer Portal + Retailer Sheet (PDF download) added to landing page
- New emails you'll start receiving based on Retailer activity

3/30: TBD – Comm/Webinar

3/31: NEW Site is live

Retailer Email Communications

Your Retailers will also be hearing from us as we get closer to the launch date:

3/04: Great news! A new wholesale site is coming.

3/18: New site is coming + look for more information from us/reach out to your TM

- What's new/easy about the new site
- Why use it
- Reminder that TM receives commission for orders placed via the website

3/30: Our new site goes live tomorrow

- Important – be on the lookout for the new URL and instructions
- Reach out to your TM for more information

3/31: NEW Site is live!

- Provide the new URL
- Includes steps they need to take to create their new login and password
- Contact your TM with questions or any help needed

How Else Can We Help?

Q & A from 2/3 TM calls | New Retailer Website

Question	Answer/Comments
What emails with TMs be receiving?	<ol style="list-style-type: none">1. Order confirmations2. Shipping notices3. Invoice notification4. Abandoned Cart5. When a retailer shares their cart6. New retailer signs up in their territory7. Order on hold: credit card failed8. Order on hold: need tax ID document9. Order booked: call for credit card
Will retailer be able to submit tax ID form online?	<ul style="list-style-type: none">• Via the portal, they can add their signed state reseller tax form• There is also a link to our tax form library where they can find the appropriate form for their location.
Cart: Sharing	This will work the same way it does today: if the retailer shares their cart, the website stores it for 2 weeks, so they'd see it when logging back in w/in that time period.
Cart: Saving	<p>This will work the same way it does today: they can start a cart and it will be saved for 2 weeks. They simply need to log back in to see it again.</p> <p>Note: Storing a cart any longer wouldn't help them due to the rapid changes in our inventory. They'd need to start a new cart to be sure that what was originally put into the cart was still in-stock.</p>
Website: Retailer view	<p>We have a generic login all TMs can use to see the retailer experience:</p> <p><u>webdemo@demdaco.com</u> PW: DD2018!!</p>
Website: Testing	<p>At this point in development, the infrastructure is complete so adding testers is not beneficial.</p> <p>However, we will provide TMs access to the new site a few days before it goes live for retailers. This will allow you to become familiar with it before we notify the retailers.</p>