THE BASICS

1 MAKE THE PURPOSEFUL DECISION TO GO FOR IT!

If you're not convinced offering Online Ordering is right for you, then don't do it. It will not work if you do not believe. So even the decision to not pursue Online Ordering is a decision you must make.

2 MAKE IT MANDATORY FOR EVERYONE.

Once you commit, go all in. Truth? Too often decision-makers look at Online Ordering as an insurance policy. I will have it in case anyone requests it. Instead, make it MANDATORY for how you do business and the results will follow.

3 FIND INTERNAL EXPERTS & CHAMPIONS.

Everyone in your organization will have different levels of competency. Identify and concentrate your efforts on the members of your team who welcome change and embrace technology. The rest will follow eventually. And don't be surprised if you inject new energy into your team.

4 START FAST. FIND AT LEAST 10 INTERESTED CLIENTS.

Once in, go "all in." You'll be surprised how many of your current customers and prospects will welcome your offer to simplify & streamline the chaotic ordering process. The faster you move, the more likely you will be seen as a "Leader" in online.

5 PROMOTE & SELL HEAVILY.

Online Ordering is fast becoming a key point of difference for many Dealers. Don't walk. Run! Get the word out quickly that you have new way of simplifying ordering for everyone involved. And for God's sake, get your Sales team to include online ordering in their "pitch" to everyone.

6 BECOME AN EXPERT AT THE SOFTWARE.

Fear is often nothing more than the result of a simple lack of knowledge. Even if you / your team are not "good with computers," most software today can be mastered with an investment of time and a commitment to learn. Do not expect that someone else in your organization will do so first. Set an example by showing how excited and knowledgeable you are. The rest will fall in line.

MAKE THE PURPOSEFUL DECISION TO GO FOR IT (OR NOT).

To go ONLINE or not to go ONLINE? That is the question.

DECIDE ONE WAY OR THE OTHER. If you believe your business will be fine without Online Ordering, don't look back. Keep doing what you do best. Instead, if you believe that, in the next 3 - 5 years the rapid shift to EVERYTHING online will only escalate, then jump in...NOW! And similarly, don't look back. And when you choose an e-commerce solutions provider, be sure you choose the PEOPLE first and the TECHNOLOGY second. In the end, your business will thrive if you're partnering with experienced, smart people who know what they're doing, who are available to you, who are willing to continue to add the new features you need, and that you know you can TRUST!

ONCE DECIDED, MAKE ONLINE MANDATORY FOR HOW YOU DO BUSINESS.
Move forward with CONFIDENCE!

GET MOVING. Most people fear change. However, most people will follow leaders who are confident and enthusiastic in their plans for the future. You will DEFINITELY have naysayers on your team. "We've always done it this way and it works, so why change?" Two suggestions" 1. tell them to look around and see how much their customers' habits have changed, even in just the last several years. But do not waste much time convincing; 2. Make it MANDATORY that everyone learn and get on board. While you will have some reluctant staffers, the "forward-thinking" members of your team will greatly appreciate your enthusiasm and support. Candidly, those who still do not will likely fade away anyway. Hmmmm...

BUILD A CORE TEAM OF COMMITTED BELIEVERS.

## Create CHAMPIONS within your core team.

THE NUCLEUS. You won't be able to figure out everything on your own, nor should you. Instead, put together a cross-functional team (representing all of the primary operational areas of your business) and empower each to learn and contribute their ideas and suggestions. Set distinct goals against which the team can work and measure their success (a certain amount of online sales in a certain period of time always works well). Be careful to populate your team with "tech-enthusiasts" (but not all). These will be the members of your staff who embrace technology inside and outside of their work environment. If you don't have any such members of your team, you would be wise to find a few. Avoid the common myth that the younger they are, the more adept at technology they must be. This is not always true.

START FAST. AND KEEP RUNNING.

Don't be timid. Push hard and you will find enthusiastic takers.

ESTABLISH IMMEDIATE, MEASURABLE GOALS: All too often, the decision to partner with an online e-commerce technology provider is the end. "Whew, we did it. Now let's sit back and wait to see who asks for it..." This is simply WRONG, WRONG, WRONG! The selection of an e-commerce partner is only the beginning. So start fast and move with confidence. Expect that you will meet with some resistance from current customers. But do not be disappointed. Conversely, the more you offer Online Ordering as part of your "pitch," you will be amazed how quickly you can convert new prospects. So be aggressive and set an immediate, short-term team goal. Make it a contest (with reward) to engage everyone on the team. You should expect to set-up at least 10 Online Stores in the first month at a minimum. Alternatively, don't sit back and expect your customers and prospects to ask.
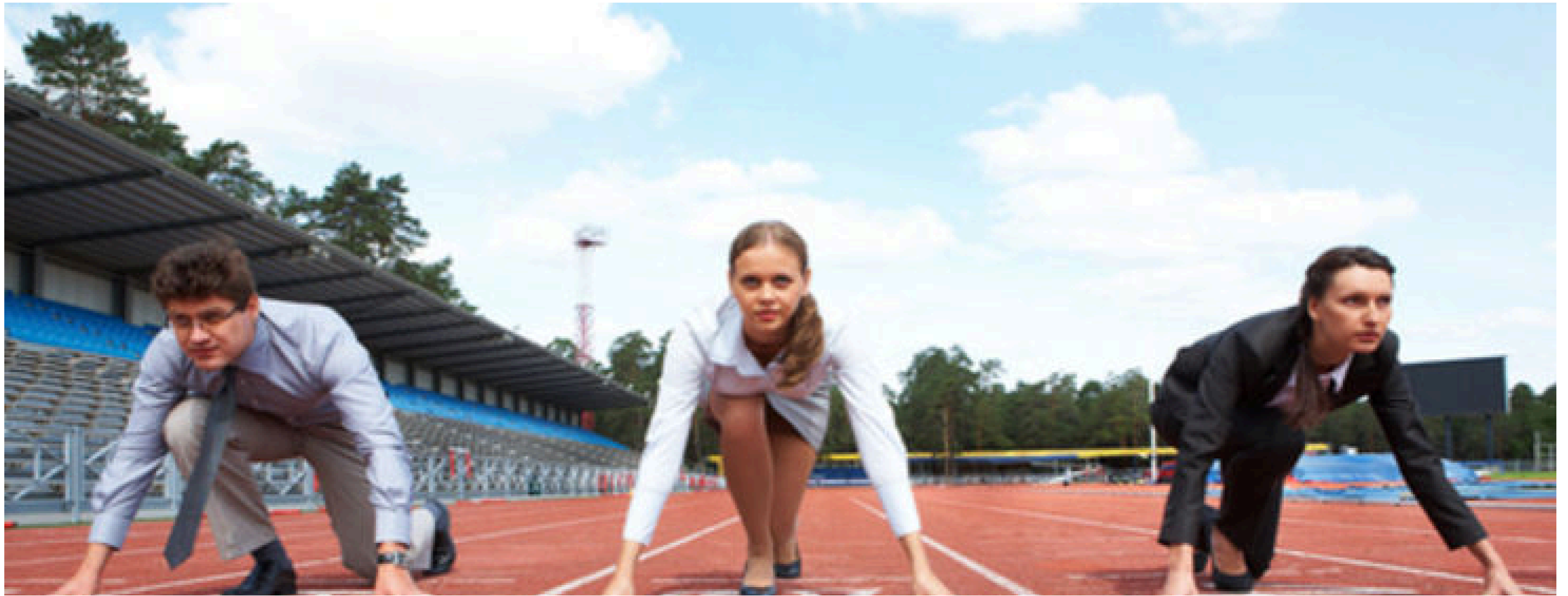
MARKET. PROMOTE. SELL. AGGRESSIVELY.

Put Online Ordering as the centerpiece in everything you do.

RECONFIGIRE HOW YOU MARKET, SELL & PROMOTE: Whether you accept it as truth or not, there is a tremendous (and growing) demand for online ordering. Why? It's simple, really. Your customers and the Players / Parents they serve are sick and tired of the unnecessary work and chaos. They're busy. They have no time. And they are increasingly DEMANDING the same ease and convenience of doing everything online that they can get in all other aspects of their lives. You can offer that same convenience. So don't be timid. Instead, boldly promote and sell the CONVENIENCE of Online Ordering in everything you do. Set-up, promote and sell demo Online Stores and share them with anyone / everyone you can. Have your Reps show on their tablets. Put the brands you sell inside online stores. Word will spread very fast that you offer a new, more convenient way. By the way, TUO can assist you with a variety of digital marketing, sales and social media programs (at no additional charge) to help you spread the news.

TAKE THE TIME TO LEARN THE TECHNOLOGY!

Powerful software can make a BIG difference. Learn it! Use it!

INVEST THE TIME TO LEARN. IT WILL PAY OFF HANDSOMELY: Microsoft did a study several years ago. What they discovered was really no surprise--the average person uses less than 7% of the power of most software. Like human brains perhaps? Now that you've incorporated powerful software solutions into your business, it's imperative to learn all that you can about how to use it. Just one hour set aside per week will greatly advance your understanding (and therefore application of) these dynamic tools. One clever client was so excited about her new e-commerce solution she held weekly Lunchbox Training sessions with her entire team that she led. Within a few weeks her entire staff was expert on the full use of the software and it quickly became THE standard for their business. As we say, it's never about the technology, but how the technology is creatively adapted and used by your business.