

# MAKING THE TRANSITION TO ONLINE ORDERING:

NO MATTER WHAT OR HOW,  
YOU REALLY SHOULD OFFER ONLINE ORDERING...NOW!

IT'S NO LONGER A MATTER OF "IF" BUT "HOW." ONLINE ORDERING HAS CAUGHT ON AND IS FAST BECOMING THE KEY CRITERIA WHEN SELECTING A PROVIDER. FOLLOW THIS STEP-BY-STEP GUIDE TO MAKE THE RIGHT CHOICE FOR YOUR BUSINESS.

**1**



**ANALYZE YOUR NEEDS & PAIN POINTS:** HONESTLY & OBJECTIVELY ANALYZE YOUR BUSINESS. START WITH YOUR CUSTOMERS. KNOW THEIR NEEDS AND PAIN POINTS. IDENTIFY HOW YOU CAN UNIQUELY SERVE THEIR NEEDS, TODAY & IN THE FUTURE. UNDERSTAND THE COMPETITION. IDENTIFY THE SPECIFIC & TANGIBLE PROBLEMS YOU'RE TRYING TO RESOLVE & WHAT YOU DO BEST. YOU CANNOT FIND ANY SOLUTION UNTIL YOU CLEARLY IDENTIFY THE PROBLEM(S) YOU SEEK TO RESOLVE AND THE DIRECTION YOU PLAN TO TAKE.

**2**



**DO YOUR RESEARCH:**

NOT ALL SOLUTIONS ARE CREATED EQUALLY. TAKE THE TIME TO DO YOUR HOMEWORK & KNOW THE KEY DIFFERENCES OF EACH. SOME OFFER UNIQUE FEATURES THAT WILL "FIT" YOUR BUSINESS BETTER THAN OTHERS. USE YOUR CONTACTS IN THE INDUSTRY TO GATHER AS MANY OPINIONS & INSIGHTS AS YOU CAN. TALK TO THOSE WHO ARE USING SOLUTIONS YOU ARE CONSIDERING. ENSURE THE SOLUTION YOU CHOOSE MEETS WITH THE CRITERIA YOU DEVELOPED.

**3**



**OPERATIONALIZE:**

ONCE YOU DECIDE, GO FOR IT! INSIST YOUR ENTIRE TEAM EMBRACE THIS NEW DIRECTION. IF YOU DON'T, THEY WON'T, AND YOU WILL REDUCE THE ODDS OF SUCCESS. BE WILLING TO CHANGE HOW YOU SELL, HOW YOU SERVE & WITH WHOM YOU DO BUSINESS...INCLUDING BEING OPEN TO NEW CHANNEL OPPORTUNITIES.

**4**



**TEST, LEARN, ADAPT:**

CHANGE IS NOT EASY. WHICH IS WHY MANY DON'T TRY. MISTAKES AND MISSTEPS WILL OCCUR. CONTINUE TO LEARN & PERSEVERE. HAVE CONFIDENCE THAT YOU'RE MOVING IN THE RIGHT DIRECTION AND ADAPT / LEARN / ADJUST WHAT YOU DO. BE SURE TO TAP INTO THE KNOWLEDGE & EXPERTISE OF YOUR CHOSEN PARTNER.

**5**



**DIFFERENTIATE YOUR BUSINESS:**

OFFERING ONLINE ORDERING WILL TRANSFORM YOUR BUSINESS. YOUR CUSTOMERS ARE DEMANDING SIMPLICITY & EASE. THEY ARE NOW SEEKING THE SAME SOLUTIONS THEY'VE EMBRACED IN EVERY FACET OF THEIR LIVES. ONLINE ORDERING IS JUST NOT GOING AWAY!



*Experts are predicting that over \$15 BILLION in "team" sales will be done online in the next 2 - 3 years. Get your share!*

