

# Why your business needs

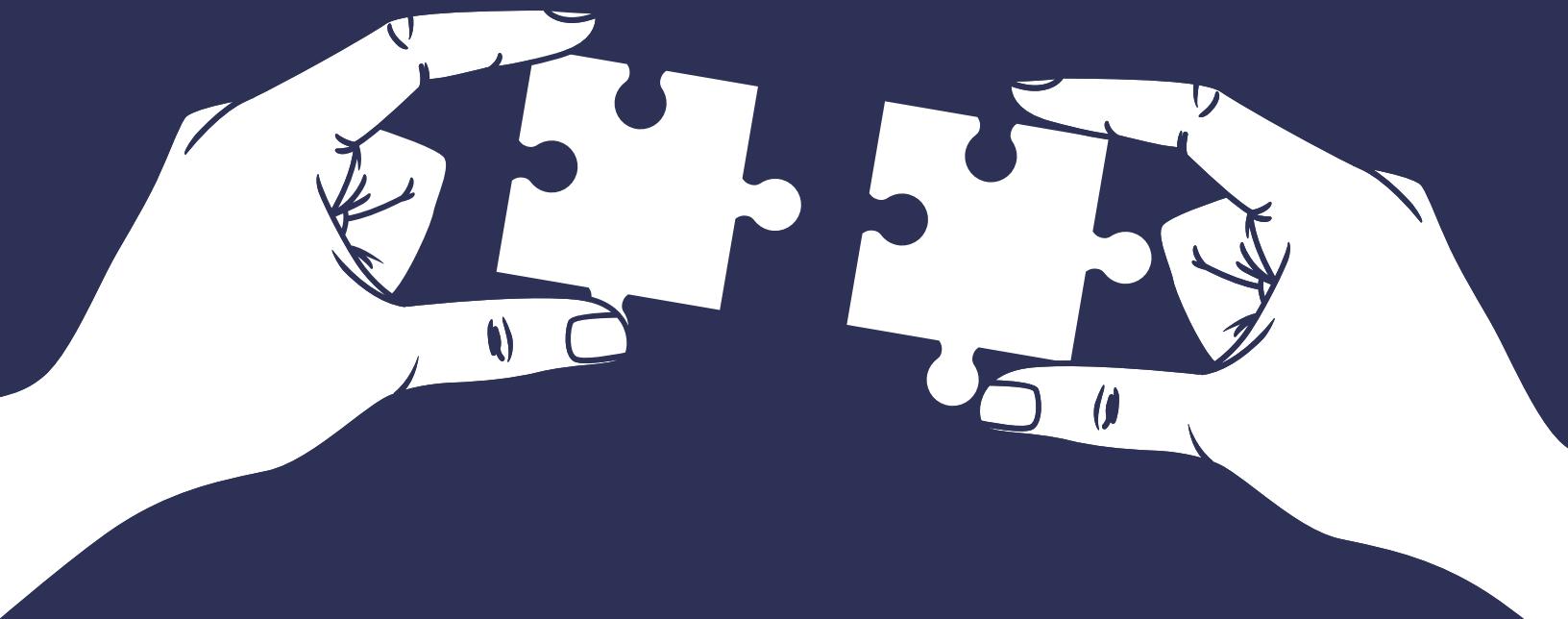
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# An All-In-One SALES PLATFORM

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**“85 percent of retailers indicate that unified commerce is their top priority.”**

-Boston Retail Partners (POS/Customer Engagement Survey)



Sign up for a **FREE** Trial A Demo: <https://www.sellution360.com>

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# INTRODUCTION

Ask yourself, why are businesses like Amazon and Uber are able to dominate their industries?

The answer is, they have a system.

Imagine if your Sales, Marketing, Commerce, Customer Service all worked together, in one unified platform.

## YOU WOULD BE ABLE TO:

- Save valuable time and focus on growing your business
- Access the data necessary to understand your customers
- Build strong relationships with leads, and close more sales
- Effectively manage your contacts, staff, inventory and opportunities
- Cut down on overheads, by automating common business functions

...and you would be able to sleep at night because you wouldn't have to worry so much

Now it's all within reach and you don't have to be a billion dollar company to access the technology.

It's been called:

**“the new mantra for retailers,” “the next wave in marketing,” and simply, “a must.”**

According to a recent survey, 85% of retailers plan to implement this kind of system the next five years because they know they will be left behind if they don't.

On the following pages you will find out about the next big opportunity to help your business **Sell More and Sell Faster.**

Disclaimer

Sellution does not guarantee you will achieve any specific results if you follow any advice in the e-book and/or workbook.

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# Welcome To **THE NEXT BIG OPPORTUNITY**

Are you a small business owner or entrepreneur, looking for a fast way to get your company up and off the ground? Or perhaps you manage a larger business, but you're looking for ways to streamline your work processes... to boost efficiency, and start enjoying higher revenues.

**This e-Book Is For You!**



# THE PROBLEM

If you're a small business owner, you're probably using—or considering—some sort of Customer Relationship Management software (CRM) program to coordinate all the information you need in order to identify and sell to current and potential customers.

And, you've probably spent a huge amount of money for this system only to find it doesn't do everything you want it to do, right?

So, you buy more programs with different features.

For example, you've probably purchased e-commerce software. You might have a program for email marketing. Maybe one for marketing automation; another for customer service; and even one for social media management! All these programs end up costing thousands of dollars a month.

It's likely that lot of time is being spent juggling these different software programs and databases — many of which may be incompatible with each other! And like most business owners, you can see that your employees are getting worn out from using all these different programs. It's all too complicated and almost impossible to access the business intelligence that is needed to grow the business.

We have a name for this, we call it, "**The Integration Hell Zone**". Businesses that are stuck in the Integration Hell Zone and are having a hard time getting out.

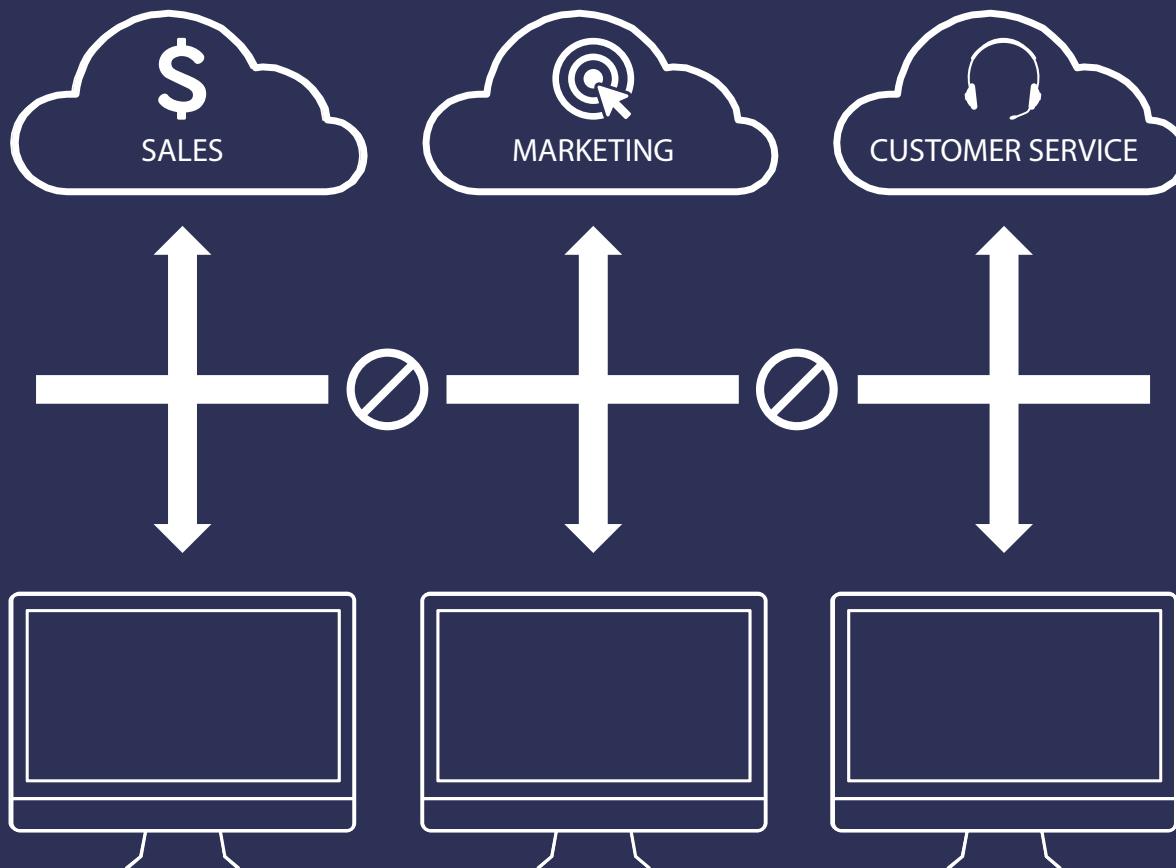
This has become such a serious problem that software companies are creating entirely separate software packages just to analyze all of your scattered data.

But even the best of those packages mean two unfortunate realities for your business:

- Higher cost.
- More effort to actually get to your business intelligence.

# THE INTEGRATION HELL ZONE

Disjointed, Expensive, Complex, Time Consuming



While 75 percent of reps understand that the sales tools provided are an integral part of their sales process, more than half (55 percent) of reps found the usage of these sales tools to be more of an obstacle than a facilitator of sales performance.

**What was the main challenge?**

59% reported they had to use too many sales tools.

*Source: Accenture*

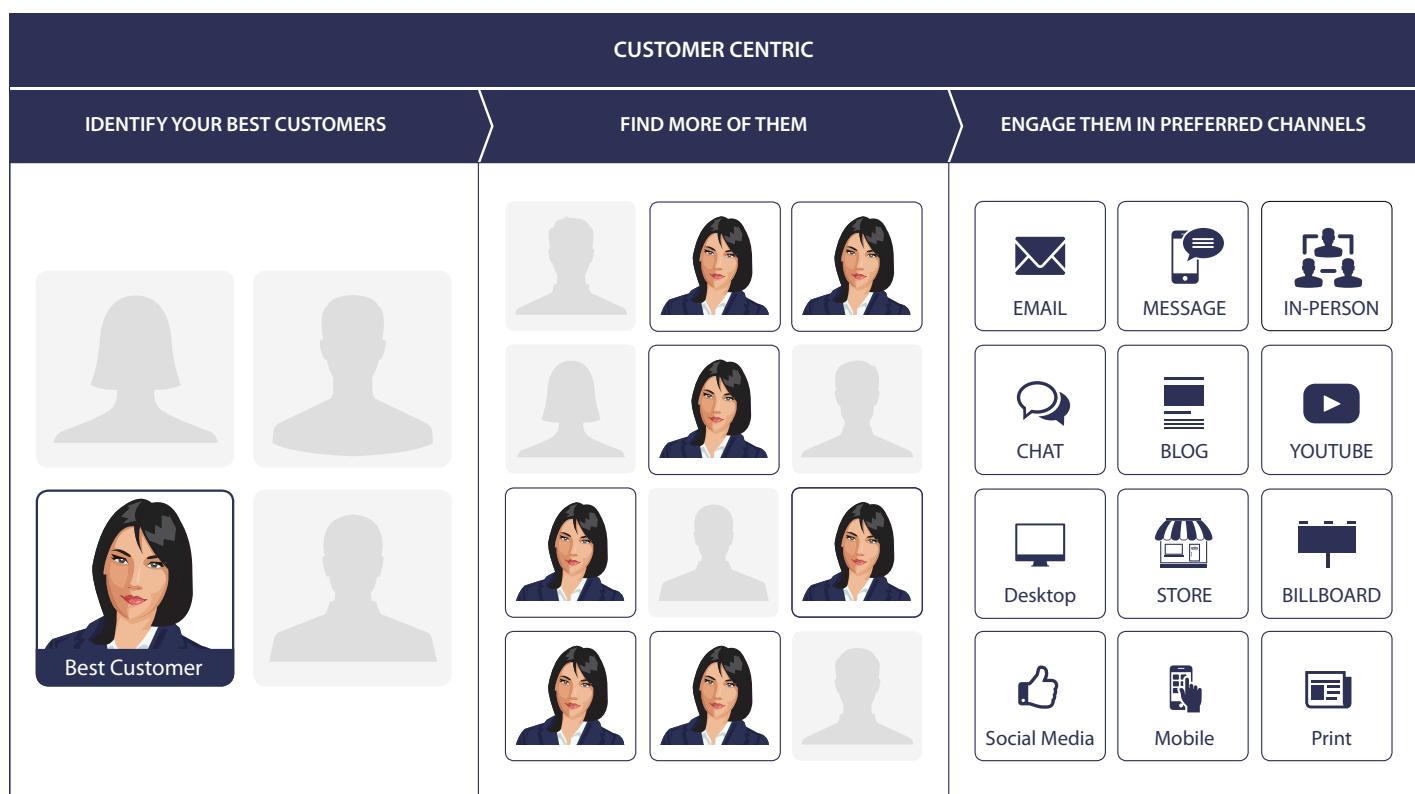
# THE NEW NORMAL

Today's fastest growing companies are lean, mean, learning machines. What are they trying to learn? Everything they can about their customers and your customers too.

That's why your company needs an All-In-One Platform if it's wants to compete.

It may sound a little over the top, but it's the truth — you're going to need to eliminate the barriers to your customer data, you're going to need to automate, and you're going to need to get out of the Integration Hell Zone!

The results can mean huge upside to your company. You're going to be able to become a customer centric organization and launch highly effective marketing campaigns that help you sell more.



*Customer Centric Organizations identify their best customers, find more of them, and engage them in the right channel at the right time.*

# WHAT IS UNIFIED COMMERCE?

Unified commerce can be defined as the unification of all the software needed to reach, understand, engage, and sell to your customers.

## HOW UNIFIED COMMERCE WORKS

The beating heart of Unified Commerce is a powerful Customer Relationship Management (CRM) database that is able to do much more than tell you about one individual at a time.

It can graph in real-time how you're doing across demographic ranges, forecast future sales, and examine the history of employee-customer interactions over the course of the entire customer lifecycle.



*You can think of CRM as a great big data aggregator, the place where all of your points of contact with a customer are integrated into a single coherent space called a customer profile.*

# THE UNIFIED OPPORTUNITY

85% of retailers plan or are already in the process of implementing Unified Commerce.



Ok, so unified commerce is no secret...  
everyone wants it, but here's the eye opener:  
  
BRP conducted a survey of the top 500 North  
American retailers and found that only 7% of  
retailers have been able to implement Unified  
Commerce.

Wow. Why such a huge gap?

Large retailers use enterprise resource  
planning (ERP) software, purchasing tools,

customer information systems, accounting  
solutions, warehouse management software,  
and much more...

Basically, they're all stuck in the Integration  
Hell Zone.

And it's going to take them a while to get out.

**And there lies your opportunity. As a small  
business owner, you can adapt much  
faster than the big boys.**

# THE EXPERTS AGREE

Being a little hesitant about change is natural and I completely understand...but the signals are clear, and the experts agree:

**93% of retailers are adopting a unified commerce model with 54% in the planning stages and 39% currently implementing solutions.**

-Boston Retail Partners (Supply Chain Benchmark Survey)

**85 percent of retailers indicate that unified commerce is their top priority.**

-Boston Retail Partners (POS/Customer Engagement Survey)

**Savvy retailers know their current planning tools are not capable of supporting the unified commerce environment necessary to satisfy today's customers.**

-Boston Retail Partners (POS/Customer Engagement Survey)

**It is our fundamental belief that systems supporting the Unified Commerce vision are the future of the industry.**

-IHL Primary Research Surveys and Secondary Research / Sponsor Microsoft

# IMAGINE THE POSSIBILITIES

Imagine what your business could achieve if you were suddenly able to automate half of your departments?

If you could farm each opportunity to its fullest potential?

If you had intelligent marketing strategies which would nurture your leads into customers, and keep those customers coming back time and again?

What if there was a All-In-One Solution that could help put your business on the fast-track to success? If this all sounds too good to be true, think again.

Contact Sellution Today! This is your opportunity to ride the technological wave and beyond...

## ABOUT SELLUTION

### We help businesses Sell More & Sell Faster with Time Saving Business Software

Sellution's Unified Commerce Platform is an All-In-One system with everything you need to build and maintain loyal, satisfied, and even passionate customers.

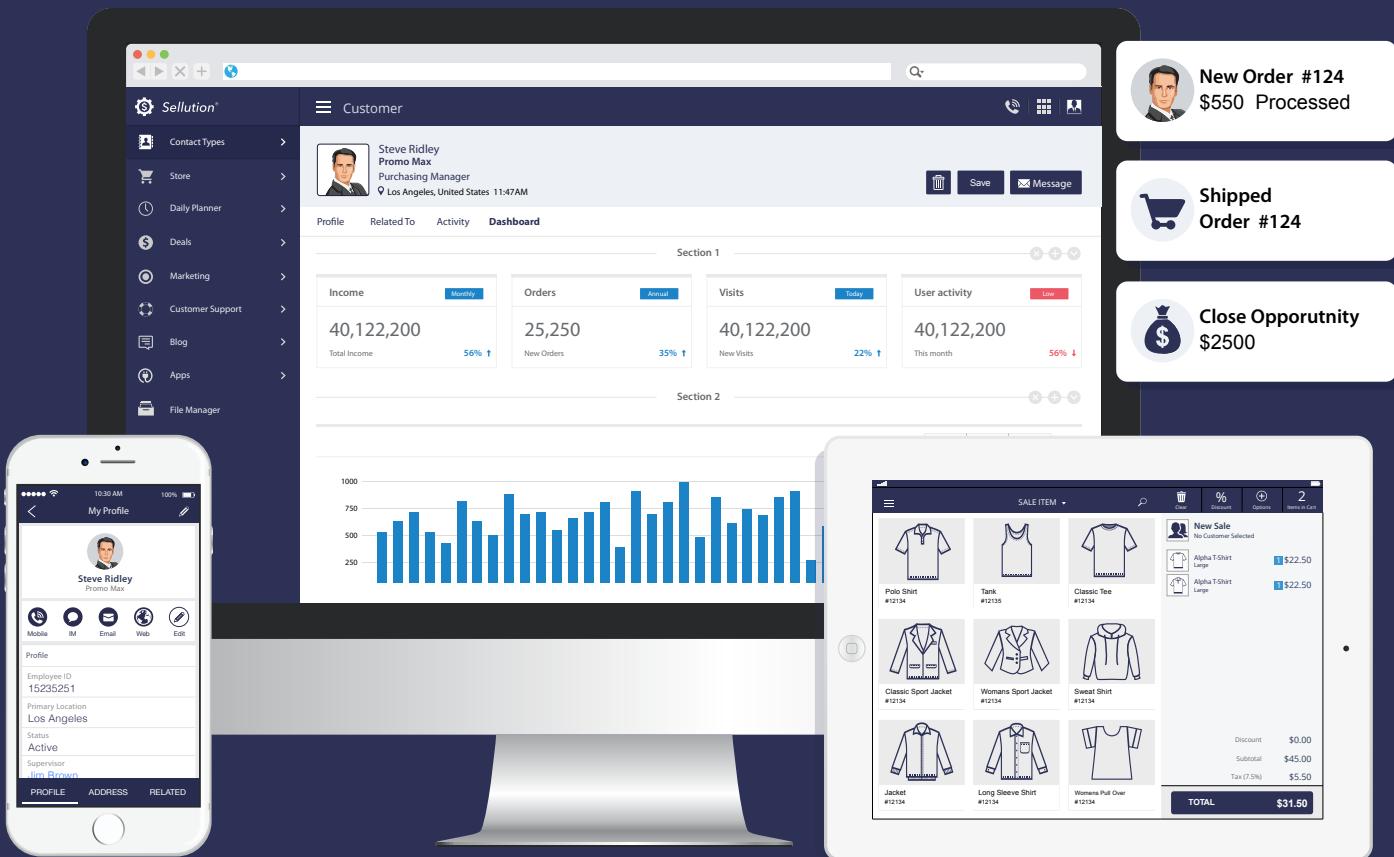
How do we do this? We help businesses eliminate barriers to the flow of customer data, so you can develop a deep understanding of your customer's needs, wants and desires.

These valuable insights are then used to create personalized shopping experiences, and marketing campaigns that cater to each unique customer.

Sign up for a **FREE trial** today.

# INTRODUCING SELLUTION

Sellution is a new, fully integrated Unified Commerce Platform with a complete range of tools already integrated and available at your fingertips from day one.



## SELLUTION IS THE PERFECT UNIFIED INTEGRATION OF:

- Marketing Automation
- Employee Scheduling
- Help Desk
- Call Center
- Customer Experience Mgmt.
- Social Media Mgmt.
- Ecommerce
- CRM
- Sales Force Automation

Sign up for a FREE trial or Demo Today:

**Start Your FREE Trial**

# TOTAL COST OF OWNERSHIP (TOC)

Technology Stack	The Integration Hell Zone 10+ Apps	Sellution Unified Commerce
CRM Software	\$150+ per/mo	Included
Marketing Automation Software	\$500+ per/mo	Included
Customer Service Software	\$150+ per/mo	Included
Ecommerce Software	\$100+ per/mo	Included
Employee Scheduling	\$150+ per/mo	Included
Learning Management	\$150+ per/mo	Included
Persona Management	\$250+ per/mo	Included
Dashboard / Analytics Software	\$200+ per/mo	Included
Social Media Management	\$100+ per/mo	Included
Call Center / Phone Bill	\$500+ per/mo	Included
<b>Total</b>	<b>Starting at: \$3050 per/mo</b>	<b>Starting at: \$599 per/mo</b>

\* Sellution has three pricing tiers, Starter Plan, Team Plan, and Growth Plan (Shown Above).

To learn more <https://www.sellution360.com/pricing/>.

# CONGRATULATIONS

You now know how to escape the Integration Hell Zone, but it's not enough.

## AWARENESS IS HALF THE BATTLE

Now that you realize the opportunity, it's up to you to devise a strategy that will push you ahead.

You need to execute on these strategies and we want to help you every step of the way.

One of the best places to start is scheduling a demo with one of our business advisors.

If you like the idea of an All-In-One Platform that will help you make more money, then I recommend taking a look at our software platform **SELLUTION**.

Schedule A Demo **[Click here](#)**

Visit Us At: **<https://www.sellution360.com>**

I can't wait to hear how you use it to crank up your business.

Wishing you amazing success!

*Scott E. Snyder*

Founder & CEO | SELLUTION

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