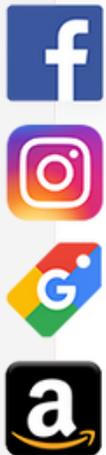


Ecommerce Sales 101

Partner's Playbook



Buy now



Ecommerce Sales 101

Tips and scripts on how to sell – and upsell – ecommerce

Welcome! We're excited that you've become an Ecwid partner and are ready to sell ecommerce to your customers. With the massive and continuing growth ecommerce has experienced over the last couple years, it's a great time for your customers to launch an online store.

We know the importance of ecommerce and selling online, and as an Ecwid partner, so do you. But you might be wondering how to “sell” ecommerce to your customers – how to start a conversation about ecommerce, how to respond to customers who say they don't need to sell online, and so on. You might also be unsure about how to upsell your current merchants, giving them access to enhanced features while earning more revenue for your business.

Following are some key tips and scripts you can use to help you talk about and sell ecommerce to your customers. And when the time comes to upsell your merchants to plans at higher levels, we've

Why Ecwid?

No one will get your customers selling online faster

With other ecommerce platforms out there, why Ecwid? What sets Ecwid apart from the rest of the market? And why should your customers want to do business with Ecwid?

Two words: quickness and ease. The Ecwid platform is the quickest, easiest way for your customers to start selling online — plain and simple. But what do we mean when we say it's quick and easy to sell online with Ecwid?

When you partner with Ecwid, your platform will:

Provide everything your customers needs to sell online:

- Free single-page website.
- Functionality to add a store to any existing website.
- Ability to sell on Facebook, Instagram, Amazon and more
- Integrated payment gateways
- Automatic, real-time sync with POS
- Mobile app for on-the-go store management
- Complete, worry-free security (Level 1 PCI-DSS Provider)

Enable customers to start selling online quickly in 3 simple ways:

- Create a website with Ecwid's free Instant Site
- Add an online store to any existing website
- Sell on any social media platform or marketplace

Give customers a centralized dashboard to manage all stores across all sites:

- Keep track of everything in one convenient place
- Automatically sync inventory, prices and images
- Create an integrated customer experience

Conversation starters

How to get the ball rolling when talking about ecommerce and selling online

As your platform begins drawing more and more interest from new and current customers, you'll likely have to spend some time talking with them about what ecommerce is, how it works with your other services, and what it means for their business.

A key thing to remember is that ecommerce means more than just selling products on a website. It can mean reaching shoppers on different sales channels, promoting products across ad networks, setting up automated marketing emails, or offering local delivery.

When you reach out to a customer to talk about your ecommerce platform, try learning more about their goals for their business and what sorts of roadblocks to success they may have run into before. Then start discussing the ways an online store can help them achieve those goals. Feel free to use any of the prompts or questions below to get the conversation started.

Do you want to increase awareness of your business?

- Do you have a website?
- Do you have a Facebook or Instagram business page?
- Have you tried running an advertising campaign?
- Do you have an email newsletter?
- Do you list your products on any online marketplaces?

Do you want to increase your sales?

- Are you currently promoting your products online?
- Did you know most shoppers start their search online, even if they buy in store?
- Have you added shoppable products to Facebook or Instagram?
- Have you offered digital downloads or experiences during COVID?
- Did you know abandoned cart recovery emails generate almost 30% of all online sales?

What are your goals for your business?

- What challenges do you have reaching customers?
- How could additional revenue from online sales change your business?
- How effective are your current marketing activities?

Have you thought about where to reach customers beyond your website?

- Do you want to sell on Facebook or Instagram?
- Did you know Google Shopping ads return 4.5x revenue on ad spend?
- Did you know independent small businesses sold over \$3.5 billion on Prime Day last year?

Sample customer scenarios

How to talk about ecommerce with different customers

One of the great things about offering an ecommerce platform to customers is that it enables anyone to sell just about anything online – from clothing and jewelry to art lessons and guides to wine and candy.

With that variety in merchants and online stores, you'll likely encounter some questions about, and resistance to, selling online from some of your prospective customers. Some merchants may wonder why they need to sell online if they've been successful without it, while others may be hesitant to sell online after a previous bad experience.

To help you answer these questions, below we've covered a few common scenarios you might encounter when discussing ecommerce with customers and small businesses.

"I don't know much about ecommerce."

- Keep it simple: start with an easy-to-digest definition of ecommerce. The goal is to help them see what ecommerce means to them.

Example: A local bakery starting an online store means they don't have to be on the phone manually taking orders throughout the day.

Example: An artist whose travel has been restricted due to the pandemic can showcase their work and host showings via their online store.

- Don't overwhelm them with the technical details yet – get them to see ecommerce as their best next step. Ask questions that highlight some of their current business pain points and how an online store can help.

"I'm already using another platform."

- Start the conversation with these questions:
 - > Do they have built-in features like sales channels and marketing tools?
 - > Are they able to connect their store to Facebook, Instagram, and Amazon?
 - > Can they run automated ad campaigns?
- They'll know enough about ecommerce to be looking specifically for differentiators.
 - > How is your solution set apart from others? What specialized services do you offer?
 - > Do you offer technical support? A dedicated account manager?

“I know a little about ecommerce, but my business is doing fine without

- Their business might have survived this long without ecommerce. The goal is to shift their perspective long-term and get them to see what selling online does for their business. And how it will position their small business to reach more people.
- With some basic understanding, they'll know ecommerce has seen huge growth in 2020. Use examples of how ecommerce giants and small businesses alike saw 5-10 years of growth in one year.
- Here is where we can start talking about the technical ease and features. You can mention:
 - > How quickly they can get set up and start selling.
 - > How they can take advantage of the current ecommerce growth.
 - > How an online store connects them to marketplaces and marketing tools that will not just grow their sales but grow each area of their business.
 - > How automating their online business allows them to invest time and energy into developing other areas of their business.

“I’ve been thinking about getting my business online. But I’m not sure it’s worth the money and time.”

- Here you can discuss how your ecommerce solution is specifically what they need. They already know the benefits – now you can talk about the features and make it personal. And you can mention the high value ecommerce can bring, and ultimately change their business.
- Focus on the what and how of these features. For example:
 - > Automated Marketing (with abandoned cart recovery, automatically increase sales)
 - > Social Selling (as a discovery tool for younger audiences, who are eager to purchase)
 - > Global Marketplaces (reach new audiences who are looking for your specific product)

Tip: Let your work speak for itself – share a client success story.

Overcoming objections

Everyone should be using ecommerce, even if they don't think they can

These days, with the explosive growth ecommerce has seen, there's really no reason to not be selling online. Merchants with a digital presence that sell online will make more money than those that do not. It really is that simple: the more customers you reach, the more money you'll make.

While some customers may flatly think that they'll never have a reason to take their business online, others may be open to selling online, but might not be able to think of how they can apply it to their business.

Following are a few common responses merchants may give when asked why they aren't yet selling online, along with some tips and sample language on how you can respond.

"I don't need ecommerce."

- Find out what their objection is. Do they think it's too expensive? Too complicated?
- All businesses can benefit, even if they don't sell traditional physical products.
- Here are some questions you can ask, all of which can be solved with an online store:
 - > Do you sell digital goods such as guides, video downloads, or printable files?
 - > Do your clients need to schedule appointments or services?
 - > Do you offer virtual classes or experiences?
 - > Do you accept donations or tips for your business?

"I already have an online store."

- Are they happy with their current store, or feel like it's just too hard to switch?
- Ask about the features that they need from a store, and mention all of the features that come with your solution – with no expensive add-ons or fees.
 - > Does your store have built-in features like sales channels and marketing tools?
 - > Are there any features you wish it had?
 - > Are you able to connect your store to Facebook, Instagram, and Amazon?
 - > Can you run automated ad campaigns?
 - > Are you getting charged any transaction fees?

“Selling online is too hard.”

- Have they used another platform that was clunky or confusing?
- Bring up ease of use: set up a store in minutes, no developer needed, simple setup wizard, mobile store management, central dashboard, automatic inventory and order sync
- Set up a demo store or offer a quick live demo — seeing how easy it is to navigate the control panel helps calm their fears

“What about Shopify?”

- It's a nice product, but it locks you into Shopify's ecosystem
- It's more costly in the end, with 2% transaction fees and more expensive plans
- Language capabilities are limited and reliant on 3rd-party apps
- Features and functionality are very similar, but with us they can sell on any website using the payment gateway of their choice

Check out our playbook “How does Ecwid compare?” for details on Shopify and other platforms

“I tried and wasn't successful.”

- Did they like their platform, or was it missing any features or functionality that they needed?
- Did they connect to other sales channels like Facebook, Instagram or Amazon?
- Did they try any advertising?

Tips for upselling

Add value and help your customers get more out of your ecommerce platform

To maximize your revenue and help your clients gain access to the best and most comprehensive features for their business, consider bundling ecommerce with your other services. Here are some tips to get you started.

1. Offer an all-in-one web presence solution

Some businesses that need a web presence don't know where to start or don't have time to manage it themselves. Make it easy by offering a complete service package that includes a website, SEO and ecommerce!

2. Offer online store management services

If a business owner is not quite tech-savvy, they might need help managing their store. You can help these customers by maintaining their store yourself. You can sell this as an additional service for a monthly or annual fee.

3. Offer customer support

Since your merchants don't have access to Ecwid's direct customer support, you will need to provide support for them. You can decide to offer support to all merchants or provide different levels of support for different plans.

4. Promote your customers' online business

Once a customer's website and online store are ready, it takes some time to promote them. Consider offering these additional services:

> SEO – have the site or store indexed by search engines and maintain the site performance on a regular basis

> Set up paid ads – launch an ad campaign with Google Ads

> Use social media – establish a presence on social networks like Facebook and Instagram. Make and maintain a business page for your customers to grow their audience.

As our partner, you receive priority support from our Customer Care team via email (partnersupport@ecwid.com) and live chat. We are happy to help with any questions that you have or that you've received and are unsure about.

Note: Most of these additional services require constant attention, so you may want to offer them on a paid subscription basis.

Ecommerce doesn't need to be overwhelming for you or your customers. As we've shown above, ecommerce offers a lot of value to both you as an Ecwid partner as well as your merchants seeking to take their business online. The key is understanding your customers' needs and concerns, and letting them know how all of the features of your ecommerce platform can help them. Good luck!



Partners