



is e-commerce **working for you?**



# SeniorSupply

## the e-commerce solution that works

SeniorSupply is a highly evolved e-commerce solution that delivers measurable business results to the Trade.

As a wholesaler, distributor or supplier you can now deliver a full range of services to your trade and retail customers through your web site. Our unique on-line warehouse solution gives you a range of indispensable e-commerce features. With SeniorSupply you get your own virtual trade counter

with all the facilities you'd expect for your regular trade customers, as well as a virtual retail showroom which is designed to attract passing retail trade. Our solution has been designed to work the way you work, taking your current business and giving you another outlet on the web – it's a solution that works.



## building your on-line warehouse

SeniorSupply is an affordable, proven, reliable solution that is available in all shapes and sizes. It requires minimal tailoring, from our award winning team, to produce a solution built entirely to your specification. The solution is flexible enough to offer your products in almost any configuration you want. Your customers can view your products by category, type, brand, colour, size – whatever is appropriate to your business.

Our fully inclusive service incorporates graphic design, set up of the core solution with secure payment processing facility, hosting and e-mail services.

Once your on-line warehouse is built we hand it over to you to run your business. You get full control over the store layout, products, pricing – everything you need to run a successful on-line business.



## your business on the web

SeniorSupply gives you all the features you'd expect to successfully trade on the web. And there's no compromise, with this solution you get both a trade counter and a retail shop, so you can sell to all your current trade customers as well as attracting new retail business.

It's a unique concept that's designed to exactly suit your needs. You can take your trade counter and offer the same service on-line – personal service, individual discounts, even multiple currencies. It's the entire trade counter experience on the web.

Then there's your retail showroom. You choose which products to display and where they appear in the showroom. You can advise customers on related products, tell them about special offers, quote them prices including VAT and delivery – it really is like taking your retail showroom and putting it on-line.

So you see, SeniorSupply really does give you your business on the web.

“Six months after the launch of my SeniorSupply catalogue I'd tripled my retail sales”



# why SeniorSupply?

- ❑ **Built specifically for warehouse/distribution companies**  
Offers you all the functionality you need to run your trade and retail business online.
- ❑ **Attracts new customers**  
Automatically puts your products at the top of Google and other major search engines.
- ❑ **Promotes and sells**  
Encourages cross-selling and up-selling by giving you full control over associated products and special offers.
- ❑ **Design the best store layout**  
Full control over your store layout enables you to put your best-sellers at the front of the store.
- ❑ **Provides real service online**  
Comprehensive range of trade account features including group discounts, inclusive and exclusive VAT pricing, flexible delivery charging and multiple currencies.
- ❑ **Reduces costs**  
Maximise productivity with easy-to-use store management tools, available from any PC connected to the Internet.
- ❑ **Flexible and Scalable**  
As your online business grows we can help you maximise efficiencies by integrating to your backend systems.



## your trade counter on the web

You can take your trade counter and offer the same personal service online – your virtual trade counter will recognise your customers as they enter and give them the service they expect from you - approve account applications, display individual discounted prices, include and/or exclude VAT, provide streamlined ordering for those who know exactly what they want and help or information for those that don't. Then they can pay by card or place it on their trade account. There's even product brochures that they can take away or email to their customers.

It's an experience your trade customers will love. And we've found that it often turns you into a supplier of choice.



## your virtual retail showroom

It's just like having your showroom on-line, you can control which products to display and where to display them. When you introduce new product lines you can even ensure that they appear prominently near to the entrance of your virtual showroom. You can give quantity discounts, show special offers and present related products while they're browsing and at the checkout.

Of course, your retail customers will be able to find your retail showroom because all of your products will be listed automatically on Google and the other major search engines, ensuring that your 'virtual car park' is always full.

“Our product range almost always appears at number 1 in Google”





## virtual checkout

Transactions can be completed safely and securely using debit or credit cards, at any time by any customer anywhere in the world.

For customers who prefer traditional 'off-line' methods for ordering your goods (by phone or fax), SeniorSupply will assist them in assembling their order before filling out their order form.

An express counter greets your regular customers and having identified themselves, it allows them to order quickly and easily without having to resubmit their details.

Shipping delivery and VAT calculations are provided at the checkout. Once an order has been completed, all customers will be automatically notified on both receipt and despatch of their order.

## ...and as for the future

To save you time and reduce the cost of the sale still further, SeniorSupply can be integrated with your sales order processing, accounts or CRM software.

We can also offer you e-mail marketing which is recognised as one of the most effective means of communicating with your customers. SeniorSend allows you to manage mailing lists, enter your latest products, promotions and news, distribute it and then track responses.

Because Senior has been focussing on e-commerce for the trade for almost a decade, we have unrivalled experience in making on-line warehouses that work. As we focus on attracting customers and giving them exactly what they require when they arrive at our e-commerce sites, we have created the ideal environment to successfully trade on the web.

So, for an unparalleled e-commerce solution that works choose SeniorSupply.

**Call our e-commerce experts now on 0115 950 0101**



## SeniorSupply the architects

Building an on-line warehouse takes heritage and vision. Heritage because the Senior team have been supplying the very best business-2-business internet solutions since 1996. Vision because we understand how trade processes work and can develop well designed, easy-to-use trade processes for the web.

So with SeniorSupply you get the best of all worlds, an unrivalled trade e-commerce solution and a professional, knowledgeable web partner. That's why you should choose SeniorSupply today.



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