



WORKING WEBSITE TOOLS™

ShopKeeper™

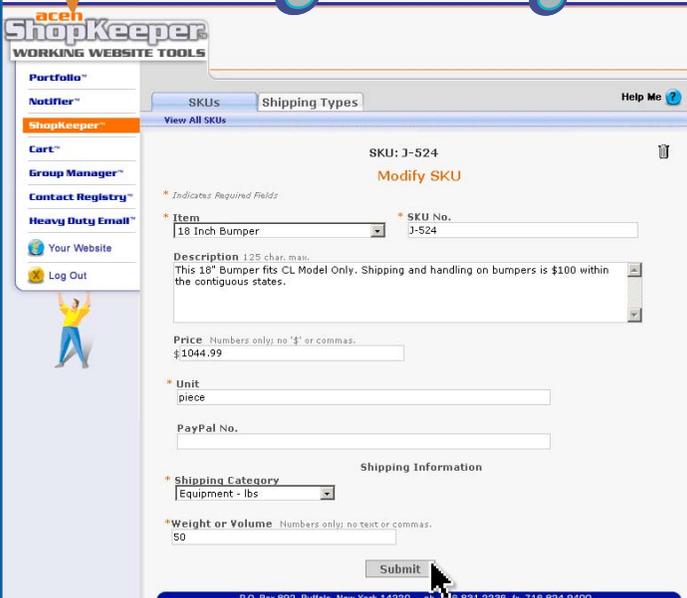
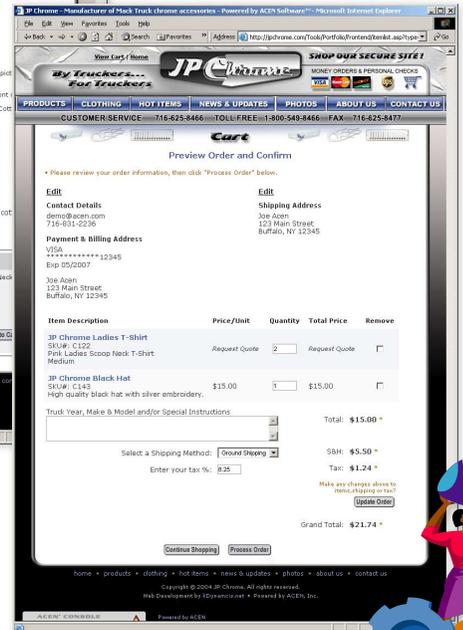
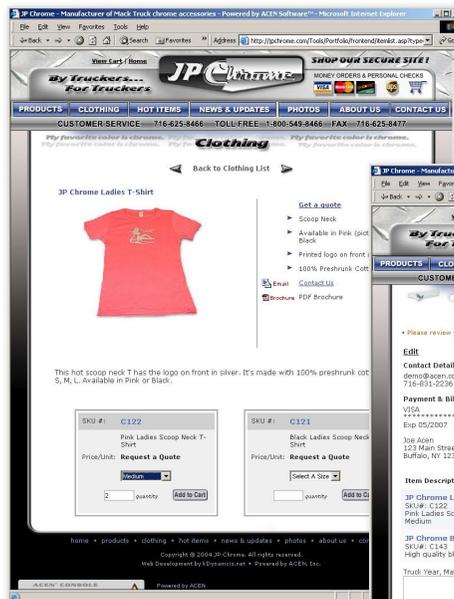
Client: JP Chrome (www.jpchrome.com)

Objective: To sell Mack Truck Accessories everywhere

Turn your website into a Tireless Sales Team!

1 Adding SKUs, Specials and Shipping Options is easy!

2 Easy for visitors to request a quote or make a secure purchase.



ShopKeeper™ Grows Business!

- ▶ **Grow Your Business:** Brunner Enterprises sees 70% of sales and 100% of growth from their online store.
- ▶ **Convert Leads to Orders:** "Add to Cart" creates a bill of material that you can follow-up and "close" later.
- ▶ **Make Sales 24/7:** JP Chrome and Indoor Air sell products and collect shipping fees and taxes online, all the time.
- ▶ **More Sales, Less Inventory:** ShopKeeper makes it easy to list all available SKUs and variations in your website but you'll only need to stock inventory when ordered.

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Features & Benefits

easy SKUs

ShopKeeper™ makes it easy to place multiple SKU's under a single product heading. That saves data entry and makes it easier for customers to browse your online store.

easy SKU variations

Features like color & size are easy to add to user-friendly drop-down selectors. There's no limit to the number of characteristics you can offer so even if your inventory has thousands of variations, ShopKeeper™ makes it easy.

picture-friendly

Add "thumbnails" of color and texture and ShopKeeper™ will automatically re-size and optimize the photographs for fast web viewing so you won't need image processing software.

user-friendly shopping

The unlimited shopping cart contains a running total of selected items. You and your customer will receive a neatly formatted & printable order to make record keeping & fulfillment easy.

product search

Drop-down filters, keyword search & common page formats make it easy for customers to find what they want fast and then place an order.

option to order or buy

Want more control? Use the ShopKeeper™ to collect bills of material that you can quote personally. Want to sell 24/7? The CheckOut™ option is easy. Customers supply shipping and billing address plus payment by credit card, debit, paypal or invoice. It's user-friendly and accurate.

double secure

Payment information receives 128-bit encryption before it is transmitted to a fully encrypted database so that credit card information is always scrambled—even in our data server! (Most shopping carts only encrypt the transfer.) As an authenticated administrator, you'll login to decrypt and process your orders.

order confirmation

Your administrator and the purchaser receive a printable, confirming e-mail describing the order and payment. Sensitive payment details do not appear.

order status reporting

When you fulfill an order, just "click" to e-mail the customer with status. There's space for you to provide a link to UPS or FedEx tracking websites, too.

store management

It's easy to "deactivate" a product or SKU during periods of low stock. Easy to copy a product or SKU and then edit it to create a new item in your online store.

shipping rates

Some products ship by weight, others by volume, etc. Now you can set-up any number of shipping cost calculation methods to apply to your products.

specials & product types

ACEN Working Website Tools™ are "relational." That means you can rearrange your products any time. To create "specials," simply create the category and make a product a "special" with a simple "point & click."