

Setting up and using QuickBooks for Multi-Channel Retailers

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Today's speaker



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Member – Intuit Writer/Trainer Network

- Co-authored the QuickBooks Point of Sale V12 certification course

Over 20 years experience in the Retail and Hospitability industries







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I see inventory that needs to be managed



























Agenda

Retail landscape

New retailer

- Needs analysis
- Demo LightSpeed as one solution including LightSpeed Accounting

Existing retailer who wants to sell online

- Needs analysis
- Demo Shopify and discuss connectors

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Existing retailer who currently sells online

- Needs analysis
- Best practices for using Webgility's Unity product

Retail landscape

Not one size fits all

First of all, why sell online?

- Extra revenue potential 24/7 storefront
- Customer acquisition
- Build a Brand extension or experience for your customer

How?

NNFC[®]

- Etsy, Ebay, Amazon, your own web site or all of the above
- Does your Point of Sale system offer E-commerce?



Retail landscape

What are some of the challenges Retailers face going on-line?

- Logistics
 - How do you source products?

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- What about shipping?
- Marketing
 - Paid
 - Viral





New retailer

What type of products are they going to sell?

- Any special requirements? (Firearms, Alcohol, Marijuana)
- What are plans for future expansion?

Do they plan to sell online?

- How?
- What about the tax implications?

Doing a Needs Analysis upfront can avoid problems and lets you recommend the right Tech Stack



Point of sale systems

This is a snapshot of the more popular systems

	Cost	Merchant Services	Integration to QuickBooks Online	Inventory Management	Customization	Ease of Use
Square	Monthly/ \$60	Proprietary	3 rd Party	Limited	Limited	Easy
Shopify	Monthly/ \$79	Proprietary/ 1% fee	3 rd Party	Limited	Themes	Easy
Lightspeed	Monthly or Annual \$99/mo	Optional 3 rd party	3 rd Party	Robust	Extensive	Easy
QuickBooks POS	Software license	Intuit Optional 3 rd party	3 rd Party	Robust	Limited	Depends
Clover	?? Depends	Proprietary/ Bank	3 rd Party/No inventory	Add on	Limited	Depends
Revel	Monthly /\$119	Optional 3 rd party	Built in	Improving	Limited	Depends
NCR Silver	Monthly/\$79	Optional 3 rd party	3 rd party	Robust	Limited	Easy

New retailer-Lightspeed demo Let's jump into one of my favorite multi-Channel POS systems!!



Lightspeed

Cloud Based Point of Sale with E-Commerce Integration

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Fully featured POS

- Strong Inventory functionality
- E-Commerce capable
- Ipad based app available
- Integration to QuickBooks Online (QBO) using LightSpeed accounting



Implementation steps-LightSpeed

Pre install planning	Import data		Go-Live	Close out meeting
 Url is assigned Hardware if ordered is shipped 	 Provide Inventory data to LightSpeed Or import using tool 	 Dependent replaction new instant 	ng system or	 2 weeks after List of concerns Communicate on-
 On-Boarding Appointment is set 	 Configure merchant account Configure LightSpeed Accounting 	date	nine cut over	going support - Review financials

Critical to understand how to get inventory into the system, Will you do it or let Lightspeed?



Existing retailer

What do they do now?

- Vanity site, no E-Commerce
- What is their current Point of Sale capable of?

Shopify as a possible solution?

- Understand what Shopify does and doesn't do?
- Proper QBO integration requires a 3rd party connector



Shopify has strong E-Commerce offering, however no inventory management



Start free trie

Existing retailer adding E-Commerce

Manage r

Shopify is one of the most widely used E-Commerce platforms, let's take a look.

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Features

Designed with your needs in mind

Success stories

Hear what our menchants are saying V

Competitors

Market v

Compare Shopify I other platforms

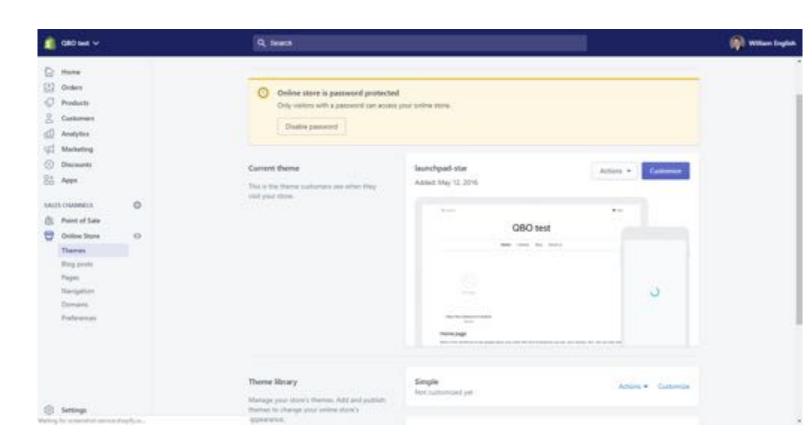
Shopity pricing

Find a plan that's right for you.



Shopify

Cloud Based E-Commerce Platform with add on Point of Sale functionality



Strong E-Commerce platform

- Limited Inventory functionality
- · Lots of theme's available
- POS platform available
- Integration to QBO via Shogo or OneSaas



Tutickbooks.

Implementation steps-Shopify

Pre install planning	Installation	Go-Live) c	lose out meeting
 Sign up for account Complete the initial set up Review account management Add staff accounts as need 	 Import items using Website or push using OneSaas Organize products Configure OneSaas Inventory managed in QBO Shipping and Taxes Set up payment provider 	 Place some test orders Market new site Create URL redirect from your website to your store 	- - (- -	2 weeks after List of concerns Communicate on- going support Review financials is OneSaas working properly



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Existing retailer with existing E-Commerce site

What cart do they use now?

- Are they open to changing the cart
- Do they have multiple Channels (Ebay, Amazon, Walmart)
- What Point of Sale system do they have?
 Is there E-Commerce built in that they are not using?

Webgility is the connector between carts and QBO

- Understand what Webgility does and doesn't do
- Webgility is the connector between all of the channels and QBO

amazon ebay Walmart 🔆

webgility



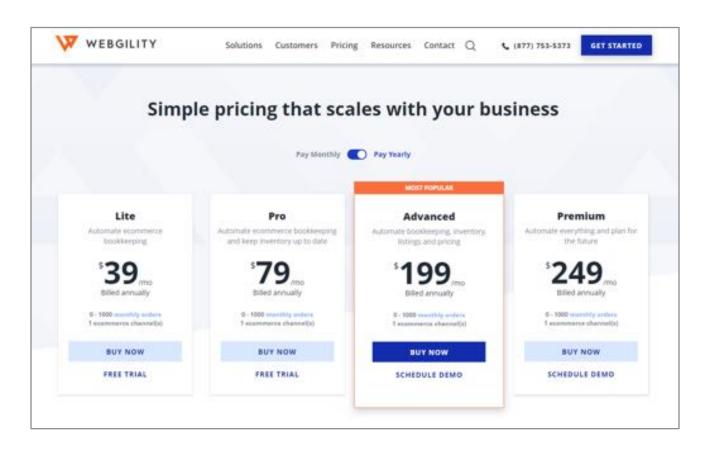
E-Commerce and marketplaces

	Cost	Merchant Services	Integration to QBO	Inventory Management	Ease of Use
Etsy	.20 to list 5% fee	Proprietary 3% Plus .25	None	Limited	Easy
Ebay	Depends on plan	Proprietary	Webgility	QBO	Medium
Amazon	Depends on plan	Proprietary	Webgility	QBO	FBA versus self
Walmart	39.99/mo plus referral fee of 6% to 20%	Proprietary	Webgility	QBO	Easy
Website	Depends on cart	Intuit/ Authorize.net	Webgility	Depends	Depends



Webgility

Multi-Channel connector



True Multi-channel functionality

- Some carts are better than others
- Orders pulled from various channels into Webgility and then into QBO
- Best suited for high volume multichannel retailers



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Best practices for Webgility

Pick a cart that is fully supported

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Is the Point of Sale supported by Webgility?

Create a workflow for processing orders

Determine if you will allow back orders or not



Let's have a little fun-Find the expert in the room?

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Attend the Power Panel on Choosing and Implementing E-Commerce Apps

Pick a tech stack and become a subject matter expert

Seek out those in this session who have expertise in products you are interested in

Visit the vendor displays to review what apps might be useful



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Questions?

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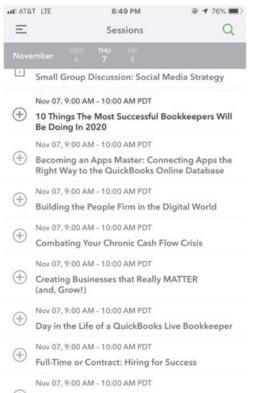
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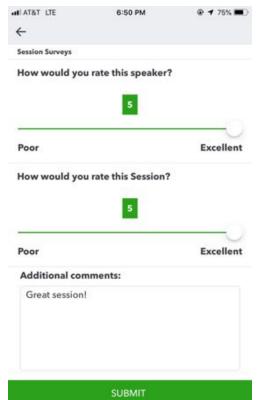
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NOTES

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