

Setting up and using QuickBooks for Multi-Channel Retailers

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Today's speaker



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#QBConnect

Owner English Management Solutions, Inc. in San Diego QuickBooks Solution Provider - 100K Club Certified QuickBooks ProAdvisor- Desktop and Online Certified QuickBooks Enterprise and Point of Sale Certified in Revel Point of Sale System

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

| Attached to registe | an Bradebard | | | | | | | | |
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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

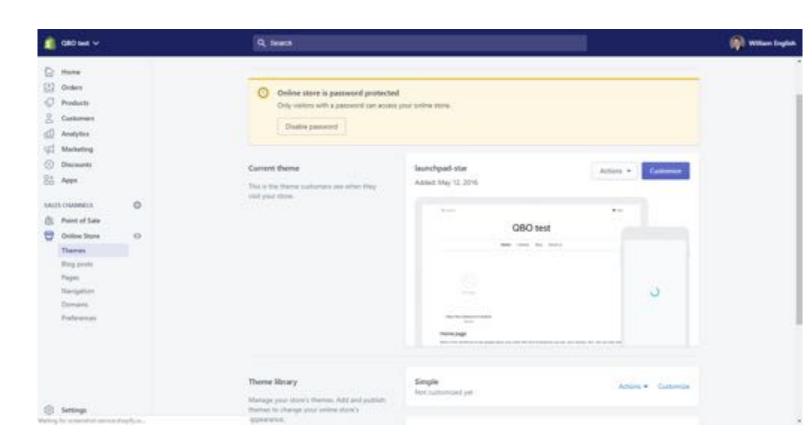
Shopity pricing

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



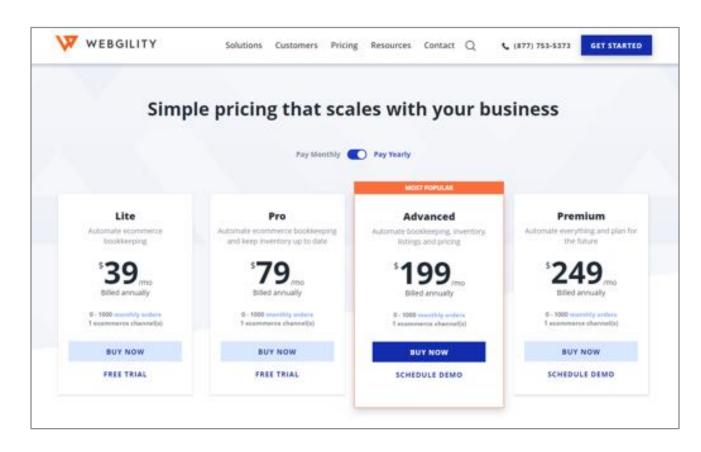
E-Commerce and marketplaces

| | 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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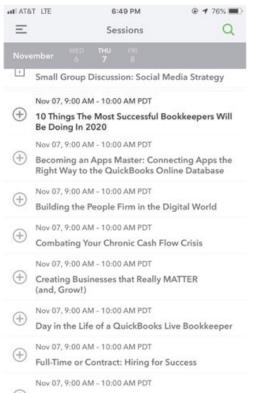
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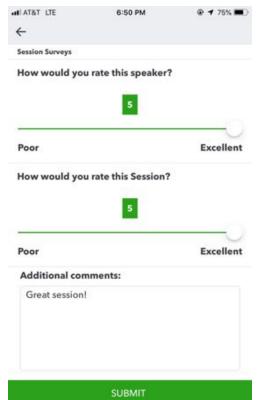
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NOTES

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| | Best for: Ad Audionan CPE Houns not eligible | |
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