

# Setting up and using QuickBooks for Multi-Channel Retailers

William English

### **Today's speaker**



William S. English

**#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







In order to receive CPE credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPE**
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register



# 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

**#QBConnect** 

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<sup>®</sup>

- 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?

**#QBConnect** 

- 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 <sup>rd</sup> Party	Limited	Limited	Easy
Shopify	Monthly/ \$79	Proprietary/ 1% fee	3 <sup>rd</sup> Party	Limited	Themes	Easy
Lightspeed	Monthly or Annual \$99/mo	Optional 3 <sup>rd</sup> party	3 <sup>rd</sup> Party	Robust	Extensive	Easy
QuickBooks POS	Software license	Intuit Optional 3 <sup>rd</sup> party	3 <sup>rd</sup> Party	Robust	Limited	Depends
Clover	?? Depends	Proprietary/ Bank	3 <sup>rd</sup> Party/No inventory	Add on	Limited	Depends
Revel	Monthly /\$119	Optional 3 <sup>rd</sup> party	Built in	Improving	Limited	Depends
NCR Silver	Monthly/\$79	Optional 3 <sup>rd</sup> party	3 <sup>rd</sup> 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								
	er: Register 1								
CUSTOWER SILIECTED	Search Cuitomers Q, Search	+ New	Misc.	+ hew				Subtotal Discounts Tas	50 50 50
DESCRIPTION				PRICE QTV.	TAX		SUBTOTAL	Total	\$0.
						Apply Discou	ot Set Tax		2
								Paym	

### 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
<ul> <li>Url is assigned</li> <li>Hardware if ordered is shipped</li> </ul>	<ul> <li>Provide Inventory data to LightSpeed</li> <li>Or import using tool</li> </ul>	<ul> <li>Dependent replaction</li> <li>new instant</li> </ul>	ng system or	<ul> <li>2 weeks after</li> <li>List of concerns</li> <li>Communicate on-</li> </ul>
<ul> <li>On-Boarding Appointment is set</li> </ul>	<ul> <li>Configure merchant account</li> <li>Configure LightSpeed Accounting</li> </ul>	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 3<sup>rd</sup> 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.

#### tra Shooifa free

#### Features

Designed with your needs in mind

#### Success stories

Hear what our menchants are saying V

### Competitors

Market v

Compare Shopify I other platforms

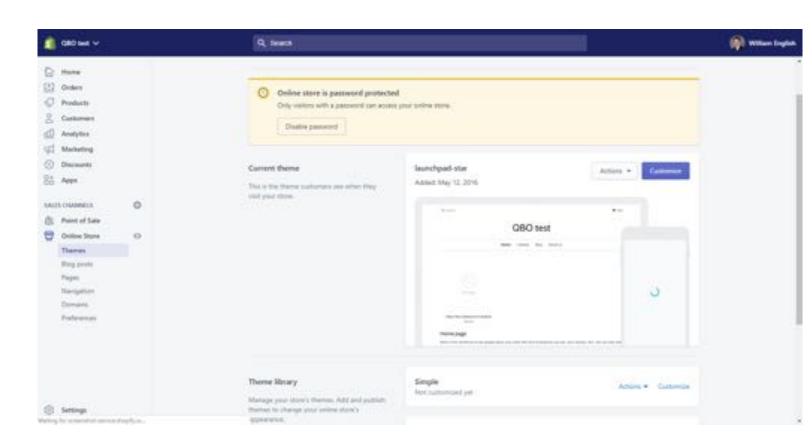
#### Shopity pricing

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



#QBConnect

## **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



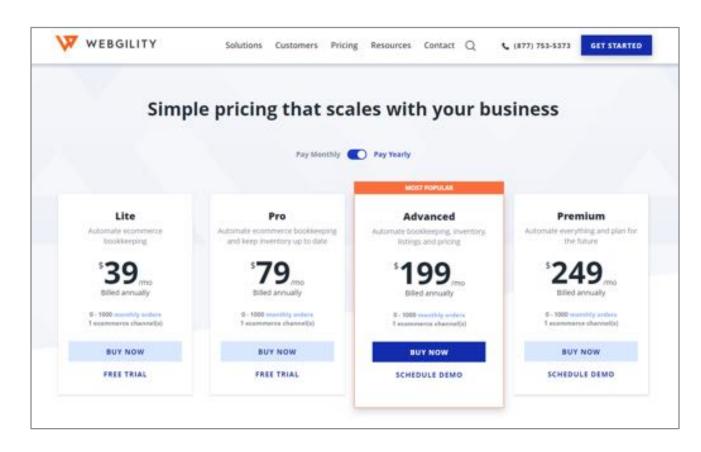
### **E-Commerce and marketplaces**

	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



**#QBConnect** 

### **Best practices for Webgility**

Pick a cart that is fully supported

**#QBConnect** 

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?

#QBConnect | WiFi: QBConnect



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



•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
•	•
	Ρ

# Questions?

#QBConnect | WiFi: QBConnect

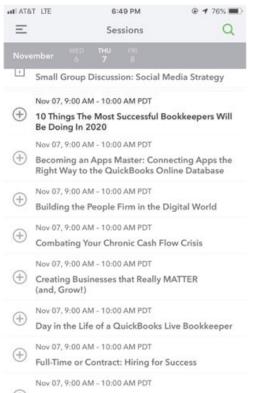
### Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

### 1. Select Sessions

ati atat M	CONVECT	Ξ	# 78%
QuickB	ooks Connect San Jose	Novi	
MY EVEN	T Kim Tchang	Ð	Nov 06, 7:30 AM Braindates
~	My Sessions	₿	Nov 06, 7:30 AM Registration, I
~	My Favorites Notifications	÷	Nov 06, 8:00 AM Meetup: Busin Facebook Gro
EVENT G	UIDE Discover	÷	Nov 06, 9:00 AM Accountant K
	Braindate	Ð	Nov 06, 10:00 A Exploration &
	Agenda at a glance	$\oplus$	Nov 06, 10:30 A All About Job
	Sessions :	•	Nov 06, 10:30 A Apps and Aut
-	Activity Stream	$\odot$	Nov 06, 10:30 A Ecommerce A
_	Speakers		to Know to Pu Nov 06, 10:30 A
-	Social	(+)	Everything Yo

### 2. Select Session Title



(+)Profit, Pricing & Purpose: The Million

#### 3. Select **Survey** AT&T LTE 6:50 PM @ 1 76% Combating Your Chronic Cash Flow Cri... ↑ 4 sabotage aspects and tangible strategies you can use to fix the cash flow crunch once and for all. Ideal Audience: Anyone managing small business finances. BEST FOR **Business Owners/Self**

Beginning CATEGORIES

**Financial Health** 

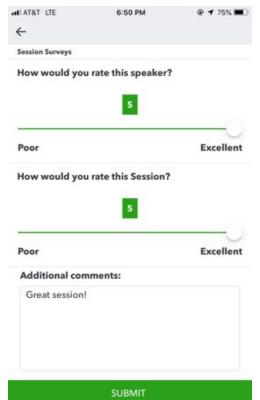
SURVEYS

LEVEL

Survey Share your thoughts.

NOTES

### 4. Add Ratings



# **Material Download**

- 1. Find the session on the agenda
- 2. Select + for more information
- 3. Download PDF of slides and/or supplemental material

https://quickbooksconnect.com/agenda/

**#QBConnect** 

CONNECT whe	yAttend Agenda Speakers Pricing Sponsors Travel FAQ	Register Now
November 6 Accountant Day	November 7 November 8	🖨 Print Agenda
ulture, financial health,	operts in business growth, organizational technology and life skills. Sook a Braindate insultant for one-on-onit learning. Unwind in rendary celebration.	
Cherry Grown	(Life & Buarrest Skills) (Organizational Culture) (Technology Training) (Advisory) (Financial Health)	Expand all +
7.30-#.00 am	Registration, Breakfast & Exploration	
135-10.30 wn	Brainclates New this year, yes can use Brainclates to book time with fellow attenders, expert consultants and the QuickBooks support terms Learn more.	
	Best for: Ad Audionan CPE Houns not eligible	
1:00-8:30 am	Yoga	+
8:00-8:45 am	Breakout Sessions	
8.00-8.45 am	Breakout Sessions Small Business Meetup: Relationship Marketing and the Power of Human Connection	
8 00-8 45 am	Small Business Meetup: Relationship Marketing and the Power of Human	
8 00-8 45 am	Small Business Meetup: Relationship Marketing and the Power of Human Connection	•





