

# New Project Discovery



Shopping Cart Elite

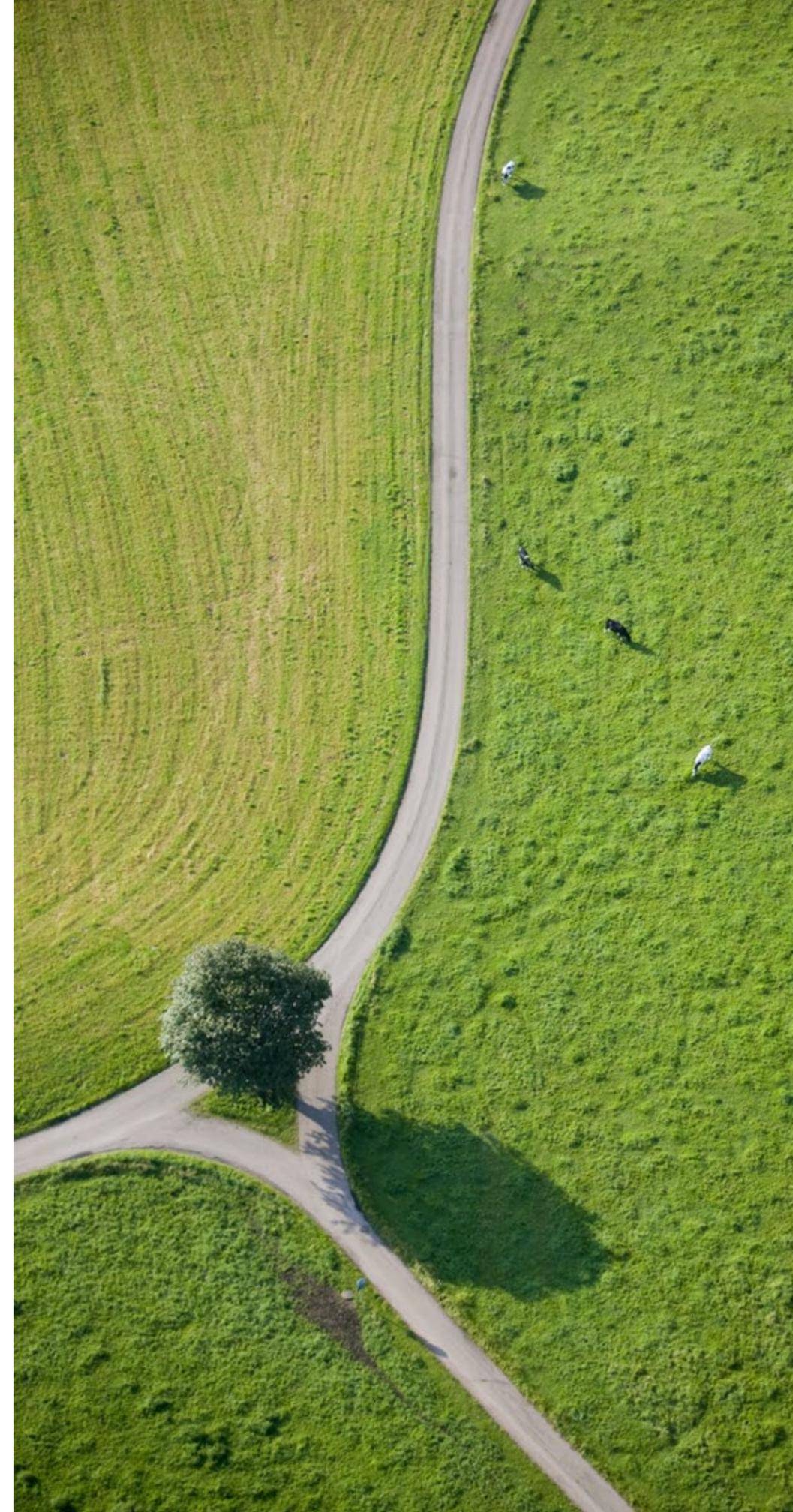
# Automate Your Ecommerce Marketing and Operations

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Shopping Cart Elite

## Discovering Shopping Cart Elite

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2. Feature-Rich Solution
3.     Standard Features
4.     Additional Features
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# Elevator Pitch

Shopping Cart Elite is a winning enterprise ecommerce solution that has the answer to your shopping cart limitations by completely automating your online retail or wholesale business at a small-business price.

Unlike the majority of the shopping carts on the market, we have created a system that does not require you to pay thousands of dollars each month for different app partners to provide automation, marketing and SEO tools for your business.

## Brand Commitment

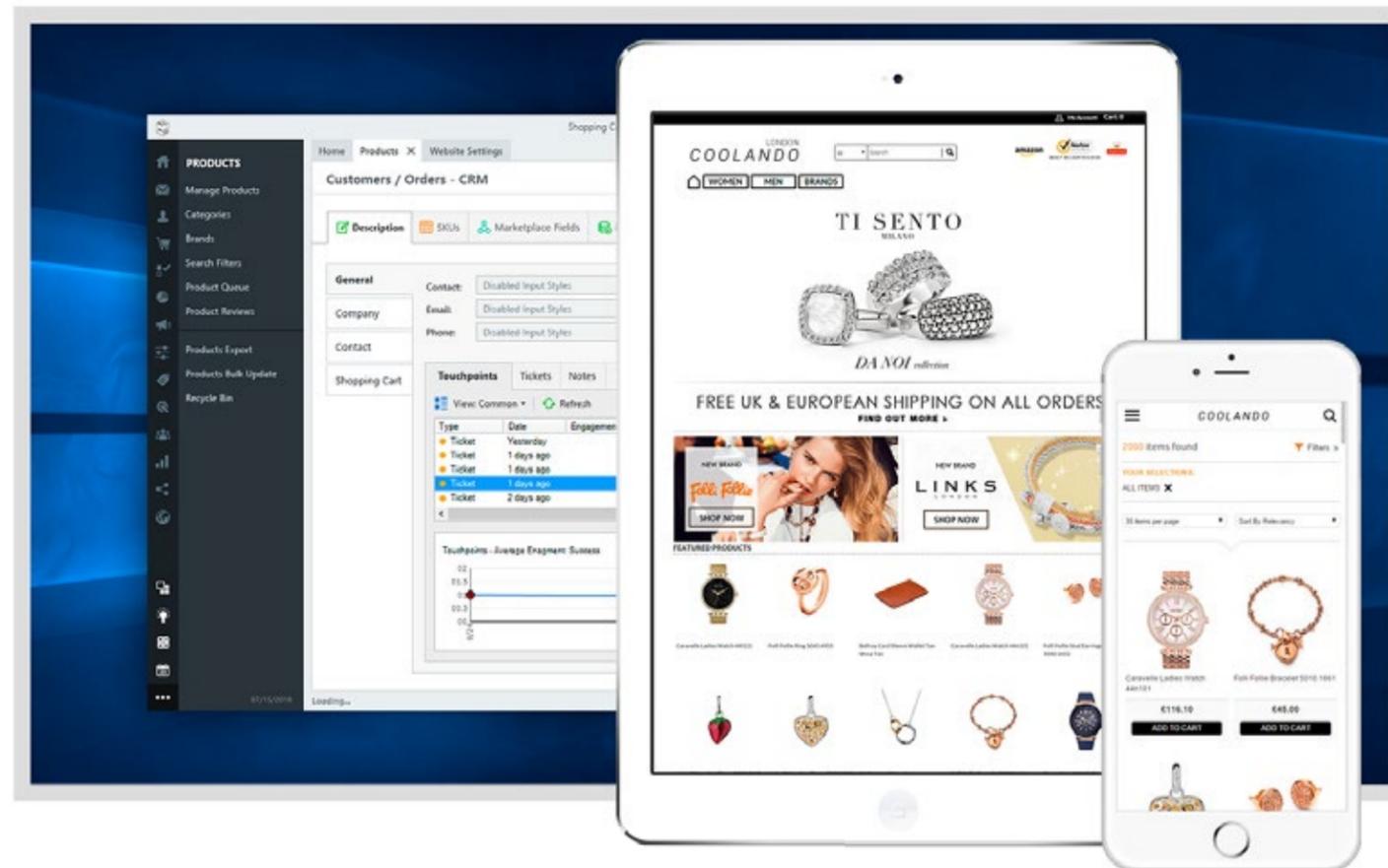
Shopping Cart Elite will solve the labor-intensive, sleep-depriving daily grind of your online business in 30 days or less by hiring the right people to deliver consistent **WOW** results.

*Our definition of WOW results:*

*You have to follow the promise that was given to the clients, and deliver great work, not just good work.*

# Feature-Rich Solution

Shopping Cart Elite is a fully customizable ecommerce platform with an open API and a numerous integrations via our App Store.



*“ I have been impressed with the functionality that Shopping Cart Elite has to offer, and the cost at which I can bring that functionality to my customers. ”*

**Patricia Bennett, CEO**  
PC Bennett, Gold Acumatica Partner

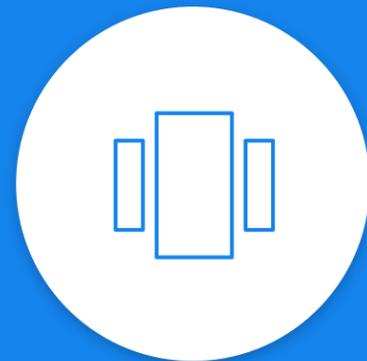
# Standard Features



Ecommerce



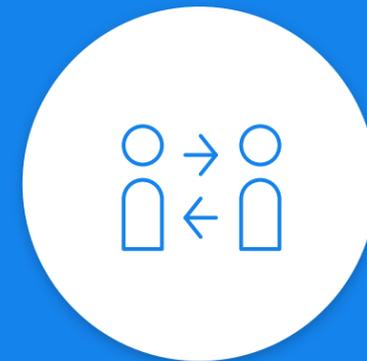
SEO-Friendly



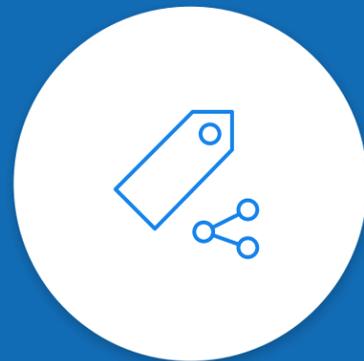
Multi-Site Support



Product Bundles / Combos



Advanced B2B  
Functionality



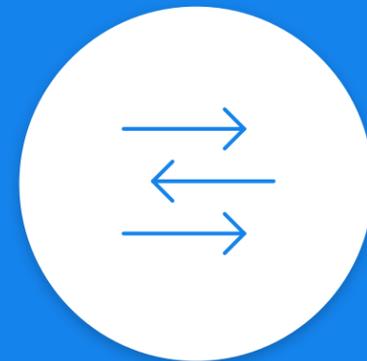
Advanced Discount  
Capabilities



Custom Design &  
Fully Customizable



Payment Gateway  
Integrations



Real-Time Shipping  
Rates



Cloud Tax Solution

# Additional Features



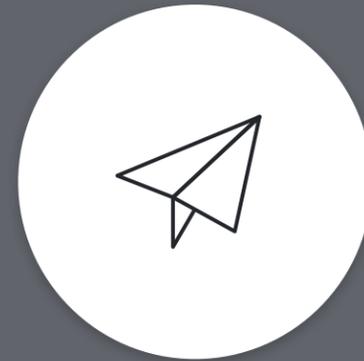
PCI Compliance &  
Credit Card Vault



Predictive Analytics



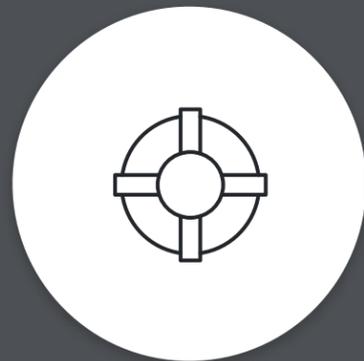
CRM & CRM Marketing  
Automation



Email Marketing



Google Shopping &  
Bing Shopping



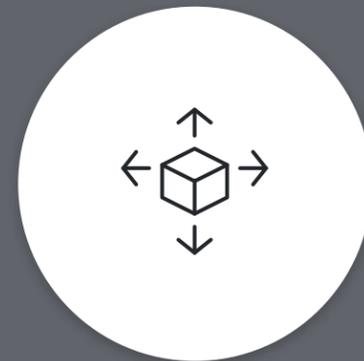
Customer Service  
Help Desk



Amazon FBA  
Integration



Pick-and-Pack



Drop-Ship  
Fulfillment



Multi-Warehouse  
Inventory

# Marketplaces



Ebay



Amazon



Walmart



Jet



Newegg



Sears



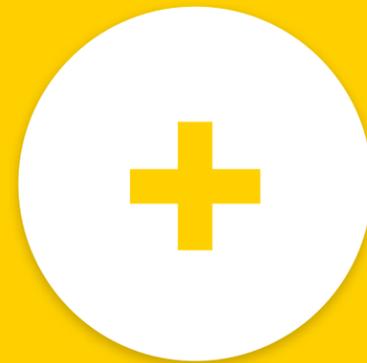
Rakuten



Etsy



Houzz



More Marketplaces

# Finally, the Right Kind of Roadmap

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Shopping Cart Elite

A wide-angle photograph of a winding asphalt road that curves through a dry, hilly landscape. The terrain is covered in sparse, brownish-yellow vegetation, suggesting a semi-arid environment. The road has white and yellow lane markings and is bordered by wooden posts with reflective markers. In the distance, the road continues to wind through the hills. The sky is a clear, pale blue.

# Failing to Plan Is Planning to Fail

You need to plan to create a long-term sustainable growth in place of a short-term gain.

# Roadmap and Discovery

You need to plan to create a long-term sustainable growth in place of a short-term gain. Choosing an ecommerce software should be no different than deciding on what car you will buy, or what house you will live in. You'd hire a real estate agent to help you purchase a new home, why not hire an ecommerce agent to help you purchase a new ecommerce software.

**Make your ecommerce software choice in the same fashion as you would choose your new house. Don't buy an ecommerce software the same way you buy milk at the supermarket**

Your ecommerce software is like a bucket and your marketing dollars is the water. If you pour water into a leaky bucket, you will waste money. How much money are you willing to save on the bucket without realizing how much money you will waste on the water if the bucket is leaky? We will be your real estate agent for ecommerce software, let us understand your business requirements and we will give you a proposal that will work for your business forever.

## Did You Know?

First, the team or the person behind your project makes all the difference. Second, hiring a junior-level position for a project that should have been executed by a senior position is ultimately how projects fail.

All our departments assign four types of positions to the staff members, classified as follows:



### **JUNIOR**

one with less than six months of experience in the specific process they are to execute.



### **REGULAR**

a certified expert in the specific process he or she is to execute with more than six months of experience.



### **SENIOR**

a certified expert in the specific process he or she is to execute with more than one year of experience.



### **LEADER**

a member of the executive team, either a CxO or a VP, who is qualified to create long-term plans for our company's projects.

Did you know that each position varies in salary depending on the industry:

Position	McDonald's Franchise Worker	Indian Ecommerce Consultant	SCE Ecommerce Consultant	U.S.A. ERP Consultant
Junior	\$8-\$10/hr	\$3-\$6/hr	\$8-\$12/hr	\$125/hr
Regular	\$10-\$12/hr	\$6-\$10/hr	\$12-\$35/hr	\$165/hr
Senior	\$12-\$14/hr	\$10-\$20/hr	\$35-\$95/hr	\$195/hr
Leader	\$14-\$20/hr	\$20-\$30/hr	\$125-\$250/hr	\$250/hr

# Roadmap and Discovery Planning

There are **nine** types of roadmaps and trainings for you to plan.



# 1. Project Roadmap

Unless your previous ecommerce project was a complete success, it is highly unlikely that you make it on your own this time. Rather, come in with an open mind and opt for the most expensive quote by line item available. Discover the purpose, assets, features and functions of each line item, and imagine your business without it. Whether you like it or not, each and every one of these line items calls for implementation, or else the problems are here to stay. And your success—well, miles away.

- Do you know any clients who have experienced successful roadmapping and are satisfied with the process?
- Have you had a full implementation broken down by line item with hours and costs?
- Do you have the experience in doing any of these line items on the setup?
- Will you be presented with a proof of concept prior to its implementation?
- Have you considered the full pre-launch checklist for your web store? See <http://bit.ly/scwebmigration>
- Have you considered the aftermath of the Project Roadmap? Who will support and guide you through the roadmap to the finish line up to the point of changing the DNS of your website?
- Should you migrate websites, have you considered the effects of SEO disruption, sales funnel disruption and redirects?  
Watch the following videos at:  
<https://www.shoppingcartelite.com/articles/marketing-services>

## 2. Integrations Discovery

Business software is usually split into four segments with their respective function; i.e., ERP to manage financials; CRM to maintain customer database and customer service; Distribution to tackle your fulfillment; and finally, ecommerce to manage your website, marketplaces and marketing.

While it is common to have multiple software integrations that comprise your end-to-end solution, the best practice by far is to have as unified software as possible, with only one party responsible for all the integrations to work.

- What type of software will you require for Accounting, Warehouse Management, CRM, Ecommerce, Marketplaces and Analytics?
- How will all this software work together, and will it operate flawlessly?
- Who will be responsible for its functioning properly at all times? What party will provide complete repairs and maintenance in case of disruption and failure?
- Who can claim or prove that the complete software bundle will work, and do you trust them? How liable are they if it does not?
- Are there customers who use the complete bundle, which, on top, meets all their expectations and requirements?  
Does matching the competitors' business requirements present a problem for you?

# 3. Marketplaces Discovery

Each marketplace requires a specific set of data attributes to be included in each SKU in order to be submitted successfully. In addition, you may have your own preferences as to the image of your data online: one way to appear on the website, another way on Amazon and a third way on eBay. Clearly, it gets even more complicated once you include kits, bundles, vehicle fitment, valid UPCs, double attributes and a number of other requirements. Ironically, most market solutions upload your data on the website, leaving you to integrate with a marketplace channel management software to copy this data and continue expanding on it.

However, such a solution results in several product databases that need maintenance in several different places, which is why you may never be able to centralize this particular product database across software and create a genuine end-to-end solution that works with your ERP, Financials, Distribution and Ecommerce segments.

- Were you presented with a proof of concept where the data will reside in one software and synchronize across every marketplace, functioning fully and looking exactly how you want in all places?
- Do all required features such as bundles, kits and fitment work across all channels and the website?
- Will the data be located in one central location and updated across all channels from the same place?
- Does the software create new listings on Amazon or does it only synchronize your inventory and orders?
- How will the software accommodate different cross-reference SKUs that may exist in the listings?
- Does the software have an error activity log where you can check for issues daily?
- Can you have a custom eBay design template with the listing software?
- How fast is the synchronization between all channels?
- Can you maintain different prices, descriptions, and inventory requirements from one software?

# 4. Daily Workflow Discovery

Each and every one of your employees has a specific workflow on what they need to do. Prior to addressing the issues, it is necessary to design a basic company workflow chart using Lucidchart.com and document every step so you can share it with the consultant. It is important, likewise, to make sure that your consultant has sufficient experience to give you good advice. Is your consultant a junior, regular, senior or lead in their position? Do you trust their experience and reference enough to follow their their advice on best practices?

- Are your current workflow steps following best practices or are there better ways to do the work?
- What parts of the workflow can be automated by the software of your choice?
- What parts of the workflow have to change in order to minimize the amount of time it takes to complete the task?
- Are some of the workflows irrelevant if you choose a certain type of software?

# 5. Advanced Features Discovery

No matter how stable you find it to be, the software may fail or simply not meet your requirements; and although it may work for somebody else, you may not have the same integrations or workflows in place for it to function.

- Can the software manage all the features you require today, one month, one year or three years from now?
- If not, how long will the software last before you need to upgrade or switch?
- What are the costs involved for switching to another platform after one year?
- What kind of disruption will you face after switching?
- How much money will you save or lose for not having these features once the business starts to require them? Is it worth the risk of not acquiring them?
- Is it really worth having less advanced features only to save money? Have you done the calculations and analysis?
- Can the software manage all the advanced features you require?
- Have you seen them in action or received commitments from the software vendor?

# 6. Basic Software Training

Having tutorials, videos and setup wizard on a shopping cart is great, not to mention the most basic, high-level features such as placing an order or adding a tracking number.

However, the training does not end here.

# 7. Daily Workflow Training

Proper training starts by applying the daily tasks of each employee within the software. What position and experience does the person helping you train on your workflows have? Are they a junior, regular, senior or lead position? Do you trust their experience and position enough to follow their advice on best practices and recommendations?

Unless you hire an expert, who will understand your business requirements and your daily workflows, aligning them with the software they know like the back of their hand, you will fail to implement 100% of it. As a result, 80% of the software will remain unused because you either had no time to learn it or figure out how to apply it to your workflows. Considering the amount of money you will lose unless implementing the entire software, one cannot help but wonder why you have selected this software to begin with.

Do they really understand your business and know how to apply it in the software? For example:

- How do you import products in bulk while on the phone?
- How do you split orders, ship certain items, and place other items on backorder?
- How do you process complicated refunds with store credits and rewards?
- How do you create a quote and add a follow-up reminder to it?
- How do you generate a receivable report and contact customers?
- How do you run and audit your settlement reports?
- At what point do you do order fulfillment, synchronize with accounting, and add tracking information?
- How does the complete workflow work for every employee and how do I audit them?
- How do I set security roles for each member of staff?

# 8. Advanced Features Training

Most people do not implement even 20% of the software they buy, even though they know it provides features that will benefit their business. The reason for this is that they never had the training on how to use those features, and as the time went by, they just never attended to it.

Do you know how to setup all the advanced features that you will require? Shopping Cart Elite, for example, has a tag manager where all the traffic coming from, say, AdWords, Affiliates, Facebook can be segmented for the performance to be visible. What is more, the traffic will also have engagement attached to it to generate reports and measure the performance of the campaigns. Based on those reports, your marketing team can take action on what to buy or not buy. Needless to say, disregarding this feature will result in a serious loss of advertising revenue and opportunity.

Do you know how to use email marketing segmentation with Email Marketing in Shopping Cart Elite? For example, you can create a segment of customers who registered, showed intent in making a purchase but did not finalize it. Why not sending them emails or SMS text messages to engage with them and find out whether they are still interested in the purchase.

Do you know how to use the reports to enhance the performance of the staff?

Do you know how to use the projects to set a budget for the internal ones?

Do you know how to use tickets and tasks to control the follow-ups and tasks of your employees?

# 9. Post-Live Support

This is the final straw that breaks the camel's back. By now you must have realized that the software you are running is ten times greater in functionality than the control panel of a Boeing 747. Clearly, just like pilots have access to the control tower if they ever need assistance, so you need a team behind you to lend a hand if you have any questions.

Apart from the Basic Software Training support, you will also need someone to understand your business, daily workflows, software integrations and advanced features that you are using and, more importantly, how you expect these features to work. By merely calling a regular customer-service individual, domestic or remote, and expecting them to have an answer related to your business, you are in for a disappointment.

- What position and experience does the person who is helping you with post-live support have? Are they junior, regular, senior or lead position? Do you trust their skills and position enough to follow their advice on best practices and further recommendations? Do they fully understand your business and know how to apply it in the software?
- Will you have a dedicated personal account manager that will know your business as well as you do?
- How often will your account manager change?
- Should account manager change, will he or she pass the knowledge base over to the next account manager?
- Who is available to assist you with your requests, apart from the account manager?
- What is the risk that your business will stall if the post-live support fails you?
- Are there any clients who actively use the post-live support and, more importantly, recommend it?

# Conclusion

With the roadmaps proposed and our understanding every portion of your business requirements coupled with careful planning based on the right solutions, there is simply NO chance of your project failing. The roadmaps are not cheap, to be sure, and you may feel they are not necessary for your “simple” business. Yet, would you build your house without an architect? What about investing the amount of time and money in building yourself without a roadmap, then? Do not build your ecommerce software solution without one either. Even if you hire cheap labor to execute the project, the roadmaps must still be designed by experts with sufficient experience and success in their implementation to reassure you that they will be delivered successfully as well.

The bottom line remains that if you have a growing business, you will either sink from growth, or you will move from red to black after realizing that spending money on nonworking and incomplete solutions has to stop. While ignoring the roadmap stage may be a quick-fix solution moneywise, losing tens of thousands of dollars in a single year for avoiding the Shopping Cart Elite Roadmap and Discovery Planning can be entirely avoidable, not to say evitable.