



*An Intersoft Group White Paper*

# Sales Generating Technology

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Prepared By: The Intersoft Group, Inc.  
Sales Generating Technology

xSellit eCommerce Storefront software has been developed exclusively with Sales Generating Technology. This technology allows the xSellit eCommerce Merchant to sell more online....more often by using built-in, integrated selling tools to generate repeat and word of mouth interest and sales.

In this white paper we will explore each of the 7 sales generating tools and show you how these tools can enhance your online store's selling power.

### **Reorder/Reminder System**

The xSellit Reorder/Reminder System is an integrated system made up of several components ranging from saved orders, wish list/favorites, scheduling and reminder systems. This feature is perfect for those Merchants that sell consumable goods, that are either used up or wear out and therefore need to be re-purchased in a given time interval. Some items that meet these criteria are vitamins, lotions, medical supplies, batteries, etc. This feature easily allows the Merchant's customers to create unlimited saved orders and set their own personal reminders to re-purchase items.

#### *Saved Orders*

The Saved Orders component allows the Merchant's customer to create unlimited saved orders in their My Account that they can easily and quickly checkout and purchase. The customer can create unlimited sets of orders with different items and quantity amounts. This is perfect for distributors and wholesalers whose buyers purchase similar items over and over again. The customer can just select the saved order they wish to purchase and checkout instead of creating an order from the beginning each time they need to order more items. Of course all this can be done in just a few clicks! Retail businesses can also benefit by simplifying the order process for their customers making it faster and easier for the customer to place their order for items that need to be replenished.

#### *Wish List/Favorites*

Another component of the Reorder/Reminder system is the Wish List/Favorites feature. This component allows customers to create a list of all their "favorite" items and save them in their My Account. Customers can then quickly select the items they wish to purchase and checkout. Items saved in the Wish List/Favorites area stay available on the list until the customer has removed them or the item is no longer carried by the Merchant.

#### *Reminders*

The Reminder component allows the Merchant's customers to schedule reminders based on timed intervals that the Merchant has setup. These reminders are sent to the customer via email to remind the customer that a refill is needed and to come back to the Merchants online store. The customer can set and manage unlimited products and reminders in their My Account. An example of how the reminder component could be used would be if a customer set a reminder to re-order their vitamins they are purchasing after 30 days.

## The MOST Search Engine Friendly

Our developers have worked closely with Search Engine specialists and applied numerous optimization techniques to our eCommerce software. This allows the Merchants the important tools needed to get their online store found and ranked via natural search engine listings.

Some of the SEO techniques used in the xSellit software are; customizable URL Rewriters, Page Mappings, META Tags, the proper use of H1, H2 tags, automatically generated RSS Feeds, automatically generated Google Site Maps, custom 404 error pages, integrated Google analytics and eCommerce tracking.

Customized URL Rewriters allows our eCommerce Merchants to create their own keyword rich URL's per product, per category and per content page. This system incorporates hyphens & underlines in the page name and removes all dynamic URL's such as "product.aspx?rid=4". Using question marks in a page URL can hurt your natural search listings since search engines have a hard time crawling these types of links.

The Page Mappings in the xSellit software allow Merchants to map any page on their website to another page name. This is very helpful when producing keyword rich page names and URLs.

Every page, whether it be the category listing, product listing, product more information page, content page, etc. has updatable dynamic META tags specific to that page. This allows for important SEO content to be placed on each "page".

Another important feature of the xSellit software is a custom 404 page. As most Search Engine specialists know, a dynamic catalog of products means that one day those products may no longer be available in the online catalog. This means that sometimes links to these products will show up in the natural search engine listings but when clicked on the end user will be taken to an error page. Error pages, unless specifically formatted, can cause a decrease in your natural listings. xSellit offers a custom 404 page, this page is tailored to the Merchants store and provides the search engine spiders with the appropriate technical server response to their request.

We also know that our Merchants are busy running their business so the xSellit software automatically generates an RSS feed and a Google Site Map every time a category and product is added or removed from the online store database. Merchants do not even need to remember to click a button. All information is automatically created for them.

Last but not least the xSellit software has integrated Google Analytics and eCommerce Tracking. Google Analytics provide valuable statistic information which is used to help track Pay-Per-Click (PPC) campaigns and natural listing results. The Google eCommerce Tracking takes statistical data a step further and will actually be able to show statistical sales data linking back to your PPC campaigns.

## **Integrated, Segmented, Targeted Email Marketing**

Every xSellit Storefront has built-in, integrated, segmented, targeted email marketing. This means that the Merchant is able to gather email addresses into specific lists per order placed and per each product the customer purchased. This is a powerful marketing tool which can allow the Merchant to quickly and easily send targeted email campaigns to the appropriate list of customers.

For every order that is placed through the software, the email address associated to that order is automatically added into an email marketing list. The software also allows each item in the store to have its own list. Therefore, the customer's email address is then placed into that item's specific email marketing list. This allows the merchant the ability to email a sale, special, announcement and/or tip to all customers who purchased from their storefront and who have purchased particular items.

It has been proven that targeted, segmented email blasts have a better open and click through ratio than non-targeted ones. It also has been proven that people who receive targeted emails are less likely to opt-out of future email blasts.

Of course all this information is contained in the Merchants own personal full blown Email Marketing System which gives the Merchant the ability to create unlimited email lists, subscribers (email addresses), email messages and campaigns and provides open & click-through tracking.

## **Integrated Social Media - Web 2.0**

Every xSellit Storefront has built-in, integrated social media features. This allows Merchants customers to share the Merchants store and product on Facebook to their friends and/or follow the Merchant on Twitter or use the plethora of social networking websites through AdThis.

xSellit takes it another step further and allows specific customized content to be added for each product for twitter and for sharing the product on Facebook. xSellit software is also integrated into Facebook's video and audio API's per product as well.

## **Tell A Friend**

A Tell A Friend feature is contained within the xSellit software which allows Merchant's customers to tell their friends about the Merchants store. The email comes from the "Tellers" email address and allows the Merchant to add their own text above & below the "Tellers" comments. The "teller's" email address is added to an email marketing list which gives the Merchants another way of gathering email addresses for important email marketing campaigns.

## **Email This Product**

Email This Product to a friend feature is built into every xSellit Storefront. This allows the Merchants shoppers to suggest to their family and friends products that may interest them. This feature helps drive word of mouth traffic back to the Merchants storefront.

## **Join Our List**

A Join Our List feature is a part of every xSellit Storefront that allows a visitor to add their email address to a specific email marketing list when visiting a Merchants store. This allows the merchants to email the opted-in email addresses promotions and special announcements.

These 7 features make up the xSellit software's Sales Generating Technology. Each feature was specifically designed to help online Merchants drive traffic to their online store and generate sales. Every edition of the xSellit software has this technology built-in as a foundation to the rest of the storefront's powerful features.

***xSellit eCommerce Storefronts, Sell More Online...More Often.***



## About xSellit eCommerce Storefronts

Our company, The Intersoft Group, has been offering powerful eCommerce solutions since 1992. We got tired of hearing the horror stories from people who had a hard time getting their business online because they couldn't get the support they were promised or the eCommerce software that they could tailor to their business as their online business grew.

So we put our programming and graphic skills together and came up with a superior eCommerce online storefront. With our flexible design, we can offer you a turnkey eCommerce solution that will have you selling online in no time! We'll provide you with the best eCommerce solution you can find anywhere. And no programming or complex setup is required on your part.

And besides all the features that are packed into xSellit Storefronts, our software is the **ONLY** one on the market that harnesses the power of *Sales Generating Technology*. This technology allows xSellit Merchants to sell **MORE** online...**MORE** often!

Our company prides itself on being your eCommerce partner and guiding you through your eCommerce journey. Our team is with there for you every step of the way.

The Intersoft Group, Inc.  
26380 Curtiss Wright Parkway, Ste 303a  
Richmond Hts, OH 44143