

world's leading content management and ecommerce software

**the software & the services**

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# Straightsell

Straightsell is the best way to build websites and online stores.

Straightsell is two things:

- It is the name of our leading website and online store building software
- The name of our professional services group that implements the solution if you require this help

This brochure outlines both the services we offer and also the functionality that the Straightsell platform gives you.

**BUT FIRST THINGS FIRST .....** What is it that defines a good website and online store?

A good website should:

- Get found in search engines under the phrases that relate to the products and services you sell
- Allow you to update the content of the website yourself, without having to pay ongoing professional fees
- Have the right design for your industry and impress people with the information and functionality offered by the website
- Have integration into your accounting system so product and pricing information is always up to date
- Be hosted on a secure infrastructure with security monitored for you

[www.straightsell.com.au](http://www.straightsell.com.au)

**update your own website - 24/7**

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# Website Content Management System

One of the differences between a Straightsell website and most others is that once a Straightsell website is created you can log-in and change content, product and pricing, data and images (etc.) for yourself, without paying fees to do these changes. This is called a website Content Management System.

Straightsell's website Content Management System includes:

- Ability to add/edit/delete news items from your website
- Ability to change front page text on your website
- Ability to change the logo on your website
- Ability to add/edit/delete pages yourself while retaining the design that you want
- Ability to create links between pages to organise your pages into a hierarchy
- Search engine friendly page design and tools for entering title tags and meta tags to give your website the best chance of attracting new customers from search engines
- Straightsell has a number of standard enquiry and response forms and people using these forms are automatically captured in a database. You can then send emails to these customers through Straightsell as part of marketing campaigns
- Ability to monitor where, how often and what people have searched to find your website, with the Web Reporting Tool



**customisable**



# Retail online ordering (shopping cart) functionality

Straightsell functionality for online ordering includes:

## Uploading Product Information

Straightsell provides three methods for uploading product content including product details, pricing and product images. The first is through a web form, the second is through a spreadsheet upload and the third is through CatalogueLINK where this information is exported from your accounting system.

## Customisable Shopping Cart

Straightsell offers a fully customisable shopping cart that is styled to suit your chosen website design. Straightsell offers clients an easy to follow ordering process with a minimum of screens. You can check out the retail ordering process by visiting our portfolio page at [www.straight sell.com.au](http://www.straight sell.com.au)

## Images, Documents and Links Against Products

Straightsell allows you to upload images, documents and links against specific products yourself without needing technical skills.

## Automatically Calculate Freight on Orders

Straightsell has a very flexible freight module that can automatically calculate freight on an order in many different ways and display this to the customer when they select the goods they want to buy.

## Choice of Payment Gateways

Straightsell is also integrated with a number of different payment gateways that you can use to take online credit card payments. These include the Camtech gateway which is approved by most Australian banks, Verisign Australian and US gateway, ANZ egate, DirectOne, Netregistry gateway and PayPal.

**freedom of styling**



### Custom Displays

Straightsell also offers you the freedom of styling the product list and individual product information display pages to suit your needs. These displays can range from a text intensive product list and product category display, used for websites with many products, to image based product list displays suitable for more visual industries such as clothing and gifts.

### Template Emails to Customers

Straightsell allows you to customise standard response emails to customers who have ordered and style these emails to suit the branding of your website.





# Online Ordering for your account customers

## Business to Business Online Ordering Functionality

Straightsell is one of the best business to business ecommerce solutions on the market.

Its range of functionality provides for all of the common needs of a client wanting to offer their account customers the ability to order online, quickly and securely.

## Customer Specific Pricing

Straightsell supports the ability to set customer specific pricing on a large range of criteria including percentage discounts, fixed discounts, volume breaks and also to apply these discounts to either all products, categories of products, from a specific manufacturer and more.

## Integration with Accounting and Inventory Systems

Straightsell supports integration of customer, product, pricing, stock level and order information from your accounting system by using our CatalogueLINK integration tool.

## Set Customer Specific Payment Terms

Ability to apply different payment terms to different customers so that some can be required to pay by credit card and some can be on normal trade accounts, or you can set multiple options for your account customers.

## Display Custom Product Lists to Specific Customers

Ability to display only a tailored sub-set of products to specific customers e.g. products under contract.

**flexible functionality**

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### Grouping Customers

Straightsell has the ability to group customers for easier administration of pricing and for specific email campaigns.

### Your Customers Can Manage their own Buying account

Straightsell gives your clients a buyer management application which allows them to select products and put them in a favourites list. They can also see previous orders they have raised, create and manage multiple delivery addresses, change their log-in and password details and can control which other employees within their firm can buy online from you. If you have a large number of customers this will save you an enormous amount of time.

All of the retail online ordering functionality listed in earlier pages, such as freight and payment terms, also applies to business to business online sales. Indeed, one of the great advantages of Straightsell is that it allows you to manage your retail sales to new customers who find you on the internet, within the same process as managing online ordering for your account customers.



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**Call us today to get a proposal to build the  
right website for you 1300 136 456**

# Services

Straightsell is a fantastic platform with which to build and maintain websites and/or online stores. However, no off-the-shelf platform (even a very good one like Straightsell) will achieve the maximum return, if it is not set up and implemented properly.

This is why we offer a complete range of professional services to ensure this does not happen when clients use Straightsell. We have listed below the typical services that are involved in a Straightsell implementation.

## Website Design

It is very important to look good on the internet. It is a medium where if potential customers find you, and your website does not look good they will go on to the next website. You have two choices for the design services you need to make your Straightsell website look right. You can get a quote from us for this work or you can get your own web designer to do it.

## Project Management

Strategic Ecommerce, the company that brings you Straightsell, provides project management for all projects, large or small. Our flexible approach allows us to cope with situations efficiently and effectively.

We are committed to providing professional services; our role is to find out what is required, get it done and keep you informed. We aim to facilitate the gathering of content and information required to fulfill client's needs whilst meeting budgets and deadlines.

## Search Engine Optimisation

Marketing of a website is considered through the entire project from the design to implementation phase. Our design team focuses on designing websites that will rank well in search engines, whilst providing a stylish look and feel. We use a range of techniques to find out what search phrases your website should be optimised around and then build these phrases into your website.

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**1300 136 456**  
**[www.straightsell.com.au](http://www.straightsell.com.au)**

# Services

## Marketing the Website Once it is Live

Once a website is live, we do all we can to help you promote it to provide a solid return on investment. We focus on online advertising as well as assisting with ways of promoting the website offline (print media, brochures etc.).

Listing in search engines is just the beginning of our focus, and marketing of your online store should be an ongoing process to improve sales.

## Hosting

Straightsell is a hosted solution, meaning that as well as the software and functionality you need, we also look after all the technical issues for you. We can also host email for the domain name you choose as well as hosting the website. This means a true one stop shop for all your website and online store needs, with no need to deal with separate web designers and hosting companies. The Straightsell annual fee includes secure and reliable web hosting. We also offer hosting packages for websites that we create but which are not created through Straightsell.

## Email Hosting

We have the technology to support email hosting at no extra cost to the Straightsell annual license fee. We allocate 5 email accounts for each Straightsell account to allow you to have individual email addresses for your staff. It is also possible to have us host your website but to have the email hosting for the domain name that you use for the website to remain with another provider.

[www.straightsell.com.au](http://www.straightsell.com.au)

