

Strategic eCommerce is proud to be affiliated with your **QuickBooks Specialist** as the supplier of the unique **StraightSELL** website content management system that **integrates** with QuickBooks...

## Website Development | Shopping Cart | Customer Tracking | Integration with QuickBooks

### 1. Website design and development:

Easy to use self-managed **template design** and **custom design** websites that allow you to:

- Change text / images yourself as and when required;
- Add/edit Latest News items and run email marketing campaigns;
- Add Shopping Cart and (repeat) Customer Tracking;
- Add Real Time or Triggered Credit Card Payment processing facilities;
- Have online visitors register on your website 24/7;
- Automatically email all customers an Order Confirmation;
- Integrate with your accounting software via CatalogueLINK; and
- Have your products found in a Google™ search.



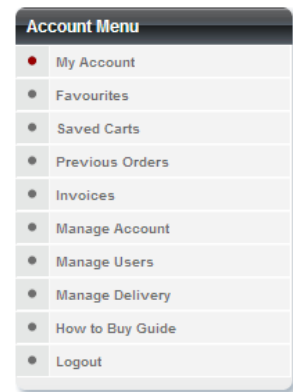
### 2. Shopping Cart or Online Ordering:

Enable sales 24/7! Anytime! Anywhere! A full eCommerce system: fast and easy to navigate online catalogue, with shopping cart, simple product search, freight matrix and streamlined retail customer checkout, with optional registration process before buying, long product descriptions and special instructions, all available via category, sub-category, sub-sub category with 'more info' link to PDF, giving a buyer a simple buying experience and plenty of product information.

### 3. Customer Tracking:

Once logged in to My Account via the secure login page, your registered buyers / account customers can:

- Order products 24/7 at their **special price**;
- View and manage their product **Favourites**;
- View, update and checkout their **Saved Carts**;
- View **Previous Orders** and Re-Order;
- View their unpaid **Invoices** and pay them via a Credit Card;
- Manage their own contact and delivery details; and
- Set-up additional Standard Users.



### 4. Integrate your Website with your QuickBooks – CatalogueLINK:

CatalogueLINK is a tried and tested system that enables integration from your QuickBooks accounting software to your StraightSell website, and vice versa, saving your business time and money. No more time lost to manual entry, or trying to find errors from bad data entry work!

#### Uploaded from QuickBooks to website:

- Inventory Item Details and Stock Levels
- Customer and Customer Details
- \* Customer Special Pricing
- \* Customer Invoices

#### Downloaded from website into QuickBooks:

- Sales Orders
- New Customer and Customer Details
- \* Payments

\* Requires additional development

Products Supported: QuickBooks Enterprise, QuickBooks Premier, and QuickBooks Pro.

**Customisations can be applied to your website's design, functionality and Control Panel, depending on your specific requirements.**