



attract new consumers



retain existing consumers



build brand awareness



gain trust with WDs and Dealers



grow the business

# SELL DIRECT to Consumers

*with and through WDs and Dealers*



C3

# SELL DIRECT to Consumers with and through WDs and Dealers



## Collaborative Channel Commerce® (C<sup>3</sup>) Online Selling Solution for Manufacturers

As 2011 nears, eCommerce is growing at a rate 5 times greater than traditional retail channels. However, selling online creates conflict between Manufacturers and their WDs, Dealers, Chains, Installers and other Channel Partners. Manufacturers rely upon WDs to build and maintain relationships with Dealers who, in turn build and maintain relationships with consumers. However, WDs and Dealers only stock the fastest moving items, representing a fraction of what is available from the Manufacturer, thereby limiting the consumer's choices.

### Reshare is the solution!

Today, it is critical for Manufacturers to offer their complete product catalog online for purchase in order to capture and retain consumers and remain competitive.

Reshare's Collaborative Channel Commerce (C<sup>3</sup>) software is the most effective and only patented (US Patent #6,594,641) solution for Manufacturers to sell online – direct to consumers – while compensating WDs and Dealers.

Reshare enables Manufacturers to maximize their revenue stream while redirecting sales and marketing costs to more productive ends. WDs and Dealers enjoy additional revenues and improved efficiency and *Manufacturers have complete control of how products are branded, marketed and sold.*

### Grow business and increase profits with Reshare's C<sup>3</sup> solution:

- Leverage Manufacturer brand loyalty
- Attract and retain new brand-seeking online consumers
- Enhance consumer experience and prevent customer defection
- Gain trust with WDs and Dealers to prevent and resolve conflicts
- Realize increased profits from existing and new online consumers
- Capture data and generate reports for critical decision making



## new consumers

### How Collaborative Channel Commerce (C<sup>3</sup>) works:

Reshare is a SaaS (Software-as-a-Service) company that provides a flexible, sophisticated and easy-to-use solution facilitating convenient online shopping, while automatically compensating WDs and Dealers using business rules defined by the Manufacturer.

WDs and Dealers are always included in the process. Consumers are required to select a Dealer after adding items to the cart during the checkout process. Rules to determine which Dealers can be selected include: geographic location, lines carried, capabilities, experience, etc. If the items are to be picked up or installed at the Dealer location, the Dealer can utilize existing inventory or order the items from a WD of their choice through the Reshare system or through their current practices. If the items are to be shipped direct to the consumer, the Dealer must select their preferred WD for profit sharing. Items may be fulfilled by the Manufacturer, WD or Dealer, depending upon inventory levels and the Manufacturer's business rules.

## retain existing consumers

### C<sup>3</sup> Benefits for Manufacturers:

#### *Sales growth via existing and new consumer relationships*

Consumers are demanding sales and service on their timetable, however, Dealers do not have the ability to provide 24/7/365 access. Online sales allow Dealers to serve consumers whenever they want to buy while enabling cross-selling, up-selling, the tracking of user trends and behaviors, collection of survey information and more.

*Over 75% of Automotive Parts never make it to the Dealer shelf*

## build brand awareness

While WDs and Dealers carry a fraction of a Manufacturer's parts catalog, consumers want to be able to shop from the entire catalog. C<sup>3</sup> enables WDs and Dealers to offer the entire online catalog of Manufacturer's parts.

## gain trust with WDs and Dealers

### Summary

- C<sup>3</sup> helps Manufacturers eliminate sales channel conflict by compensating their WDs and Dealers for all online sales
- Consumers buy from their preferred Dealer; Dealers buy from their preferred WD
- Consumers can shop from the Manufacturer's entire catalog 24/7/365
- Manufacturers, WDs and Dealers receive increased revenues from new and existing consumers
- Purchases can be shipped directly to the consumer or the Dealer for installation or pickup.

## grow the business

## Adopt Best Practices for Business Growth

Many Manufacturers have not adopted best practices by implementing the Reshare C<sup>3</sup> methodology. A 2010 study of 500 SEMA/AAIA/PWA Manufacturers reveals:

*79% have no eCommerce capability whatsoever.*

*11% refer their customers to online Dealers, risking customer defection to competitive brands offered there.*

*9% are selling online direct to consumers WITHOUT compensating their WDs or Dealers at all!*

### Facts:

Manufacturers that are not selling online are losing significant market share, sales profits and brand awareness. Reshare's C<sup>3</sup> software solution replicates existing traditional offline channel models and creates an opportunity to substantially increase sales.

*8% of retail sales now occur online.*

(comScore 2010)

*Online retail sales are expected to exceed 13% of all retail sales by 2014.*

(Forrester Research 2009)

*42% of all retail purchases, both online and offline, worth some \$917 billion, were directly influenced by the Internet. This figure is predicted to jump to 53% by 2014.*

(Forrester Research 2010)

### Reshare (C<sup>3</sup>) provides:

- the Manufacturer's brand image in a seamless infrastructure.
- the ability to add, change, move, reassign or delete an unlimited number of WDs, Dealers or other Channel Partners.
- secure Internet access using J2EE, 128-bit encryption and a familiar Web 2.0 interface.
- fully documented web services APIs that easily plug into existing business systems and IT infrastructure.
- complete and secure integration to existing back office, ERP, CRM, compensation or financial systems. Compensation can be paid to Partners by electronic funds transfer on a regular basis through ProfitPay<sup>®</sup> Revenue Disbursement Service or through existing back office compensation systems.
- sophisticated, real-time transactional data and rich analytics in the form of standard reports, unlimited ad-hoc reporting and queries with both data and graphical outputs.

**Contact Reshare  
or Your eCommerce Provider Today:**

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CALL 888.908.0818



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