



brandwise bulletin

EVERYTHING YOU NEED TO KNOW

October 2020

Volume 2

With so much happening right now, we have an incredible amount of news to share with you. In this month's edition, you'll find updates from September and October as well as some great new content. Enjoy!

Upcoming Events

Friday, October 16th at 12 pm Mountain Time:

Focus on Data... BIG, BIG, BIG NATIONWIDE DATA!!!

We've compiled over \$4 Billion Dollars of Total Sales Data between September 2018 and September 2020. This data shows the Total Sales Volume in every state for every month.

We're going to be sharing these 1,275 data points (25 months x 50 states plus DC) with you. In preparation for the release of this data, we've asked five of our esteemed colleagues to do their own analysis of this data. With each of them looking at it from their own perspective, we're excited to see what insights they share. Some will compare it to their own data, while others might compare it regionally to what's happened this year. It should be a very stimulating discussion! Here's a list of those joining us on the panel:

- **Adam Silver**, President of New York Puzzle Company
- **Angela Knight**, Partner of Center Stage Team
- **Jen Heamer**, National Sales Director of Sincere Surroundings
- **Scott Harper**, President and CEO of The Harper Group
- **Stuart Teller**, CEO of Michel Design Works
- **Ari Lowenstein** (Moderator), CSO of Brandwise

By signing up for this roundtable session, you will also be amongst the first to receive the full data set for your own analysis. [Register using this link.](#)

Friday, October 23rd at 12 pm Mountain Time:

Reach 2.0 – A Tour of Reach 2.0, New Updates, and Future Plans

Reach 2.0 is no longer something that is happening in the future - it's officially here! The first release debuted a few weeks ago, and we're making continuous enhancements that release on a monthly basis. Tune in to learn more about this exciting moment in the evolution of the Brandwise Ecosystem. See what Reach 2.0 has to offer for Suppliers, Sales Reps, Agencies, and Retailers and learn the next steps for how you can get involved!

This session will be led by Todd Litzman, CEO & President of Brandwise, and will include key members of the Development, Implementation, and Support teams at Brandwise.

[Register for this 60-minute session on Reach 2.0 using this link.](#)

Tuesday, October 27th - Thursday October 29th:**Brandwise EVOLVED: 2nd Annual User Conference - Save the Date(s)!!!**

Last September over 100 Brandwise customers joined us in Denver for our Brandwise Evolve Conference, and it was a huge success! This year we're going to be following up with a tight program for our Virtual Brandwise EVOLVED Conference. This year's four topics include:

- Tuesday, October 27th at 12 pm Mountain Time (45 minute session)
 - **Brandwise Annual Update:** The Industry, Our Stakeholders, and Brandwise
- Wednesday October 28th at 11 am and 1 pm Mountain Time (Two 50 minute sessions)
 - 11 am - **Play Innovation: An Update on Functionality and Strategy**
 - 1 pm - **Reach Innovation: An Update on Functionality and Strategy**
- Thursday, October 29th at 12 pm Mountain Time (50 minute session)
 - Get prepared for a **big** announcement from Brandwise... We won't be revealing any details yet, but it's surely a session you won't want to miss!

Register here for the Brandwise EVOLVED virtual conference.

Latest News and Updates from the Brandwise Ecosystem**Johnson Waters Marketing Success Story**

Johnson Waters Marketing sent out an eblast to about 3,200 of their active customers promoting the ease of signing in to their Brandwise Passport to shop across brands on their Reach site. Within 48 hours of sending this email, they approved about 60 Retailers to start shopping and they had several more signing up each day that followed. 10 days later they measured the results and they were very encouraged by their findings.

Steve Johnson, Principal of Johnson Waters Marketing, said, "Even though we are very small players here in 'fly over country', this is a huge success for us! We're just scratching the surface. Getting aggressive about Reach, moving to 2.0, etc. is the perfect move, at the perfect time, in this crazy year. Our group is up a solid 29% in bookings since 6/1/2020, and we just turned to the positive side overall YTD [as of late September]! We're up 1% YTD for the year, which is great considering the huge drop in March-May period and the complete loss of bookings at national shows in July. All of YOU are a big part of our success. Thank you for all you do!"

They've since run a second eblast, which contained the same information as the first, to those that did not take action after receiving the first email. Within 48 hours, an additional 15 Retailers registered for a Brandwise Passport to shop on their Reach site. To learn more about the methods behind their process, reach out to them directly at

contact@johnsonwaters.com.

We LOVE hearing stories like this! Check out the video featured on this **[page](#)** and share how easy it is for your Retailers to sign up for a Brandwise Passport to shop on your Reach site.

Brandwise partners with Agencies to host webinars introducing Suppliers to new functionality in Brandwise Passport

JG2HI

JUST GOT 2 HAVE IT!

On Tuesday, September 8th, Just Got 2 Have It rounded up about 70 of their Suppliers for a webinar hosted by Kalleigh Easley-Tracy. During this one-hour session, their Suppliers learned how to utilize all the services available on Brandwise Passport, including the new time-saving feature like the single sign-on.

Alison Blackmore, VP of Sales Operations at Just Got 2 Have It, shared this quote about their experience, "Brandwise Passport is user friendly and allows Suppliers to load their product files, images, and hotspot their catalogs all in one place; and the information is then available for all of their Brandwise Agencies to access. It is a win-win for both Suppliers and Agencies. We recommend all Suppliers take advantage of these new features. We will have 90% of our vendors on Passport by months end [September]!"

Thank you to Just Got 2 Have It and all of your Suppliers in attendance, or attended 1:1 sessions, that were able to make the most of this time!

Important Note for Agencies & Suppliers regarding Reach 2.0:

One of the prerequisites for using Reach 2.0 as your eCommerce site is that all Agencies, Suppliers, and Retailers you work with need to be using Brandwise Passport.

As everyone is aware, more sales are occurring virtually and online. When Suppliers upload their data and content through their services in Brandwise Passport, it ensures that all of their Agencies, Sales Reps and Retailers are able to access it through all order capture platforms including: Play, Reach, and the forthcoming Global Marketplace hosted by Brandwise!

If you'd like to learn more about using Reach 2.0 and how we can help you gain more adoption on Brandwise Passport, please reach out to info@brandwise.com.

Collective Home shares why they chose Reach 2.0

Collective Home

Collective Home is an Agency located in California that has a showroom at the World Market Center in Las Vegas. Their Sales Reps service all of California, Hawaii, Nevada, New Mexico, Utah, and Arizona including independent stores, design trade, web, hospitality, and national business in the home décor, gift, and lifestyle industry. With over 25 years of experience in Sales and Management in this industry, they strive to do "better than their best at every turn".

Collective Home is the first client for Reach 2.0, our newest B2B eCommerce platform. We asked them more about their experience and why they chose Reach 2.0. Susan Thoen, Principal of Collective Home, and Tenaya Thoen shared their story so far:

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We have been so pleased with the fine work by the Brandwise team, getting Collective Home's SHOP NOW Reach 2.0 site set up! The time and efforts have been above and beyond the call of duty.

The debut of our site has just begun, and we are signing up Retailers every day with their Brandwise Passport. The approval process is quick and easy.

One Retailer was so thrilled to be able to shop by item with the search feature. She needed to see all Orchids from one vendor, and with that word entered they all came up in beautiful photos with all of the info needed to buy. She also used it to tag incoming products that were not labeled. She said 'this was a lifesaver' for finding the right things so quickly.

Collective Home has stepped into the next phase of providing a solution for buyer's needs 24/7 with the new Reach 2.0 shopping site.

Thank you to all of the team who made this happen: Jannetta who never gave up on the project, Todd who worked all nighters, Iris who hound dogged every Vendor and also provided visual tools for them as well as phone support for Transit sign ups, and Dillon who was also on the all night team!

You're the BEST!!!

Sincerely,
Susan & Tenaya Thoen
Collective Home

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Susan also shared that they officially made the decision to use Reach 2.0 earlier this year. Collective Home has been utilizing our direct order capture platform, Play, for many years and they felt that with the onset of COVID an online marketplace was the necessary tool to continue reaching their customers throughout the West Coast.

Collective Home has been appreciative of the support they've received from our team through the years, and all of their feedback was fundamental in allowing us to successfully launch their Reach 2.0 site in September. Orders are officially flowing through their new site, and we're excited to continue to watch them grow their online presence through Reach 2.0!

Suppliers: Measure the Performance of Agencies and Sales Reps with Insight!

Top Selling Products, Performance of Sales Reps, and Best Performance of your Agencies are just a short list of the reports you'll find available to you on Brandwise Insight. Now more than ever suppliers need to be able to measure results in order to adjust to the marketplace. Insight gives you tools to do just that.

Speaking of results, make sure to check out the Tech Talk column in last month's Gift and Dec entitled **Online B2B and the Human Factor**. While we've always known it to be true, in this article we show statistically just how essential Sales Reps are. Here's a highlight:

- An order with a Sales Rep engaged has a 78% chance of a reorder
- An order without a Sales Rep engaged has only a 29% chance of a reorder

The guidance from a Sales Rep is vital. They provide experience, intel, local knowledge and counsel to Retailers which results in higher-quality experiences and better bottom-line results.

Take advantage of the free trial of Insight, available through the end of 2020... You may just find some insights that you've been missing!

Recent Webinars That You Might Have Missed!



Evolve to the New Reality:

How to Drive B2B Website Traffic & Engage Current Customers

On Wednesday, September 9th Crystal Vilkaitis, the Founder of Crystal Media, hosted a session for our Brandwise customers and we featured some eye-opening results from a survey that we asked you to participate in to get a pulse on what the industry looks like today. We asked an optional question that many people chose to participate in answering since this was an anonymous submission. The statistics had shown that those that have a dedicated person working on Marketing initiatives for their company had maintained or increased their sales volumes year over year, rather than those that did not have a dedicated person.

During this webinar Crystal spent a great deal of time discussing how little changes you start making today could help you and your company perform better in the future. We invite you to "Evolve to the New Reality" and learn more about how increasing your marketing presence online, while helping your Retailers to do the same, will allow you to stay relevant for years to come. **Check out this webinar** and start evolving today to see a difference in how your business will perform in the future.

Change In Personnel?

Are you working with
Brandwise tools for the
first time or handling a
new aspect of Brandwise?
You'll want to tune in to
this session!

Change in Personnel?

On Friday, September 18th Alex Lemieux, our Customer Support Manager, gave us an inside look at all the resources available in the **Brandwise Support Center (BSC)**. The BSC contains a rich repository of resources that cover all aspects of our many tools, and this is the perfect place for those new to Brandwise or handling a new aspect of Brandwise! **Check out this recording** to learn how this resource can help Agencies, Suppliers, and Sales Reps work more efficiently!

Vision for iPad & Vision 360: AKA What, Who, Where, & How Much?

Vision for iPad and Vision 360 both offer Sales Reps the ability to uncover the value of actionable data at their fingertips. With stores reopening and Sales Reps working harder than ever, these tools can ensure they are spending their valued time efficiently and effectively.

This session was hosted by Rachelle Reppe, one of our Support Technicians, and Ron Petroff, our Director of Sales. They also share some exciting news regarding the trial for Vision 360, but you'll have to **listen in here** to learn more!

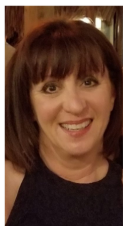
Vision for iPad & Vision 360

AKA: What, Who, Where,
& How Much?

Preserving a Valuable Artform: Training Sales Reps to Manage their Territory



Sande Womack
NEST
Rep Principal



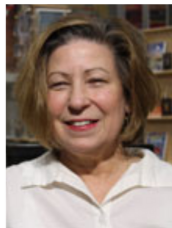
Pamela Belisle
The Winters Group
Rep Principal / Owner



Betsy Harney
Sugar B Sales
Founder & Principal



Steve Johnson
Johnson Waters Marketing
Rep Principal



Jeanne Claire
and Sales
CEO

Ari Lowenstein and Randy Spoor brought together five veteran Agency Principals to discuss how they train their Sales Reps. The goal was to explore how Sales Reps are equipped to strengthen their territories, build quality relationships with their buyers, and find every dollar of quality sales available to them and the lines that they represent. The feedback surrounding this roundtable was very positive. Pour yourself a cup of tea or coffee, and **enjoy the recording!**

Preserving a Valuable Artform: Training Sales Reps to Manage their Territory

The concept for this roundtable was proposed by Randy Spoor of the Center Stage Team, and developed by Randy Spoor and Ari Lowenstein.



Ari Lowenstein
Brandwise
CSO



Randy Spoor
The Center Stage Team
Partner

Updates and Notices



Brandwise Insiders

Brandwise Insiders

In the past two months we've had 35 new members join Brandwise Insiders and just over 60 posts between ours and yours! This platform is the perfect place for you to stay up to date on new product updates, connect with your peers in the Brandwise Ecosystem, get answers to quick questions, and submit requests for what you'd like to see in the future. If you haven't joined us already, what are you waiting for? We invite all Sales Reps, Agencies, and Suppliers to join us. Simply search "Brandwise Insiders" on Facebook and answer a few questions. Is Facebook not your thing? You can opt in to text and email updates by texting **INSIDERS** to **33777** today!

New Brandwise Employee Highlight

Please join us in welcoming Shane Eisley-Tracy to the Brandwise Support Team! He officially joined our team on Monday, August 3rd through a referral from myself [Kalleigh]. Does his last name sound familiar? If so, you guessed it – he's my husband!

We're very excited to have him join the team, and it's not just cause he's helping me create more content for you! As our product offerings continue to grow, you'll soon start to see that our Support Team is growing as well to accommodate for all of these new changes.

About Brandwise

At Brandwise, our mission is to provide Sales Reps and Suppliers with best in class tools to grow their business. Founded in 1997, Brandwise integrates digital product presentation, order capture, order management, order delivery, and analytics on the ONLY platform that builds on the strength of our industry's past and the potential of our collective future.



Note from the Editor

Thank you to all of our readers of August's Brandwise Bulletin! We received incredible feedback from many of you, and plenty of suggestions for what you'd like to learn more about next. This Fall has been action-packed with all the recent changes at Brandwise, and there is still so much more to come. Stay tuned – we're only just getting started! 💕

Kalleigh Eisley-Tracy