

Small Business Scenarios

To help you answer clients' questions, we cover a few scenarios you might encounter when discussing e-commerce with clients and small businesses.

“I don't really know anything about e-commerce.”

- Keep it simple and start with a basic idea of how taking their business online could help them grow. The goal is to help them see what e-commerce can mean to them, without them getting overwhelmed. For example:
 - A local bakery starting an online store means they don't have to be on the phone manually taking orders throughout the day.
 - An artist whose travel has been restricted due to the pandemic can showcase their work and host showings via their online store.
- Don't overwhelm them with the technical details yet, get them to see e-commerce as their best next step. Ask questions that highlight some of their current business pain points and how an online store can help.

“E-commerce seems difficult, it's not worth figuring out how to do it.”

- If they say it's too hard - reassure them of your expertise and how this e-commerce platform is the easiest to set up and manage.
- If they say it won't work for their business - remind them that the pandemic pushed consumers to shop online and the majority of shoppers will stay online.
- Talk about the ease of use: no developer needed, simple setup wizard, access to mobile store management, central dashboard, automatic inventory and order sync.
- Set up a demo store or offer a quick live demo, so they see how easy it is to navigate the control panel.

“I know a little about e-commerce, but my business is doing fine without it.”

- Their business might have survived this long without it, but e-commerce only continues to grow. The goal is to shift their perspective long-term, and get them to see what selling online can do for them. It will position them to reach more people where they're shopping..
- It doesn't take an expert to know e-commerce has seen huge growth in 2020. Use examples of how e-commerce giants and small businesses alike saw 5-10 years of growth in one year.
- Here is where you can talk about the technical ease and features. Mention:
 - How quickly they can get set up and selling, and to take advantage of the current e-commerce growth.
 - How an online store connects them to marketplaces and marketing tools that will not just grow their sales but grow each area of their business.
 - How automating their online business allows them to invest time and energy into developing other areas of their business.

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“I don’t sell physical products, why would I need e-commerce?”

- If 2020 showed us anything, it’s that nearly all businesses can benefit from an online store.
- Ask more about what they do, and suggest ways your e-commerce platform can help.
 - Do they sell digital goods such as guides, video downloads, or printable files?
 - Do their clients need to schedule appointments or services?
 - Do they offer virtual classes or experiences, which people sign up for or purchase?
 - Do they accept donations or tips for their business?

“I’ve been thinking about selling online but I’m not sure it’s worth the money and time.”

- Here you can talk about how your e-commerce solution is specifically what they need. They understand the basics, so talk about features and make it personal to their needs. Emphasize how e-commerce can bring high value and ultimately change their business.
- Focus on the what and how of these features. For example:
 - Automated Marketing (with abandoned cart recovery, automatically increase sales)
 - Social Selling (as a discovery tool for younger audiences who are eager to purchase)
 - Global Marketplaces (reach new audiences who are looking for your specific product)
- Tip: Let your work speak for itself and share a client success story.

“I’m already using another platform.”

- See if they are open to switching. Start the conversation with these questions:
 - Does their store have built-in features like sales channels and marketing tools?
 - Are they able to connect their store to Facebook, Instagram, and Amazon?
 - Can they run automated ad campaigns?
 - Are they getting charged transaction fees?
- They’ll know enough about e-commerce to be looking specifically for differentiators, so emphasize how your solution stands out (and check out our Competitive Comparison guide for more details on popular platforms).
- How is your solution set apart from others?
 - Is e-commerce bundled with other software or services?
 - What specialized services do you offer? Do you offer technical support? A dedicated account manager? Ready-to-use marketing materials?

“I tried selling online and it didn’t work.”

- If they were not seeing sales previously, suggest alternative ways to drive traffic to their store beyond a website. For example:
 - Start an Automated Google ad campaign, which generates an average 4.5x ROAS
 - Connect to other sales channels like Facebook and Instagram