



Getting Started with Special Ordering

Many of you have experienced customers walking out of your store empty handed because you do not have the product they were looking for on your shelves. In a world where customers are used to finding exactly what they need instantly, it becomes increasingly important you offer a wide product selection and convenience to customers that come into your store.

Endless Aisles allows you to give your customers the convenience of home delivery while still providing them with the personal touch that brought them into your store.



Sign up and Document Collection

Before you can get started with Endless Aisles Special Ordering, you'll need to sign up at EndlessAisles.io. You'll then be asked to confirm key information about your Phillips account, and send through your reseller certificate and a signed Endless Aisles contract.



Account Set Up

After you send over the documentation required, our tech team will set you up as a drop-ship partner in our warehouses. This will ensure that orders you send through Endless Aisles are shipped to your customers with your name on the box, and that your invoices for those orders reflect your Phillips' catalog pricing.



Connecting or Creating a Stripe Account

Before you can go live with Special Ordering, you will need to connect or create a Stripe account. This is so that you can process payments from customers through the Endless Aisles Special Ordering Portal. There will be instructions on how to link your Stripe account to your Endless Aisles account upon login. Once you've connected your Stripe account, we will verify your catalog.



Going Live

Once we have finished setting up your account, you will receive an email letting you know that you are ready to go live. This will mean that you officially have access to the 1,000s of products available in the Endless Aisles catalog. You'll also be able to create additional logins for your store clerks or other team members within the portal admin.

We have created several YouTube videos that walk you through the different features of Endless Aisles. You and your staff can also attend one of our weekly webinars, where you can ask live questions to the Endless Aisles Team.



Catalog

Your Endless Aisles catalog will contain 1,000's of the best selling dog and cat products. However, certain brands require approval before you can get access to sell them in your catalog. You will still be able to go live even if you have not been approved for every brand participating in Endless Aisles. We are working directly with these brands to make the approval process as quick and seamless as possible.



Setting Your Retail Prices

It's important that before you go live, you do a spot check to make sure your Endless Aisles products are priced according to your wholesale costs and your desired margin. You can access your Endless Aisles Catalog Export by logging into www.endlessaisles.io, going to the **Admin** section, clicking **Price Control**, and selecting **Export Excel**.

You can change your retail pricing and then upload that file into the portal, which will overwrite the default suggested retail prices. If you want your Endless Aisles prices to match your POS prices, you can use excel to vlookup based on the SKU column.



New and Discontinued Products

We are constantly adding new products to the Endless Aisles catalog, but also removing discontinued items. When new products are added to your Endless Aisles catalog, they will automatically be available in the portal. We will automatically remove discontinued items, as they will no longer be available in our warehouse for dropship.



Marketing Your Home Delivery Services

Once your Special Ordering Portal is live and running, you'll still need to market your new capabilities so that your customers know about it. You'll need to make sure they know that just because something isn't on your shelves, doesn't mean it isn't available. Try putting up signs that advertise you carry more than just what's on the shelves e.g. "Don't see it? We'll ship it!". Make sure your store clerks are trained on the platform so they can talk about the services with customers.



Pet Store Marketer

We have partnered with Pet Store Marketer, experts in helping retailers like you market your business online and offline. Whether it's managing your email or direct mail marketing campaigns, your CRM and segmentation, managing a loyalty program and, of course, tracking performance of all these activities, they are a great resource and addition to your team.



DIY Marketing

You may have an in-house marketer to run the day to day marketing of your store. Whether it's in-store collateral, offline campaigns like Direct Mail, local events, or local Facebook marketing, these initiatives are crucial to driving traffic to your store. No matter how much you like Endless Aisles, if you don't market the capabilities it provides your store, you won't get much benefit from it.

We've published a number of great articles on our blog, blog.endlessaisles.io, that can be a great resource and inspiration for your marketing strategy.