

# Shopatron

For Retailers

Make More Sales • Learn What's Selling • Join Totally Free

# Welcome

Retail is competitive - every advantage helps. Enter Shopatron.

Manufacturers use Shopatron to deliver extra sales as well as powerful market and purchasing information to retailers. Extensive sales data also leads to smarter buying. In other words, Shopatron enables retailers to grow.

Using Shopatron, manufacturers open and operate exclusive online stores at their websites. Shopatron online stores actually generate business for retailers instead of competing with them. Participating retailers ship or deliver orders, turning inventory faster and acquiring new customers.

Retailers also use Shopatron to stay on top of product trends and see what's selling locally and nationally. This leads to smarter inventory buying which means faster inventory turns and increased cash flow.

Shopatron increases manufacturer and retailer sales while offering consumers convenience, fast delivery, and knowledgeable service. Retailers large and small participate.

If you can pack and ship a box, manufacturers will send you extra sales.

Signing up with Shopatron is free; retailers only pay a small fee when they make a sale. (For more details see page 6.)

Make additional sales. Stay on top of trends. Acquire new customers. Grow.

To join Shopatron absolutely free, please visit <http://www.shopatron.com/signup>



# Why Shopatron?

## Make More Sales

- With Shopatron, manufacturers support retailers instead of competing with them.
- Shopatron can help retailers clear older product off shelves faster.
- Shopatron orders give participating retailers higher visibility to local consumers.
- Shopatron promotes higher profit margins and product pricing.



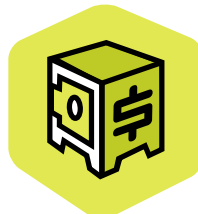
## Learn What's Selling

- Shopatron enables retailers to easily find out what's selling, totally free without any commitment.



## Join Free

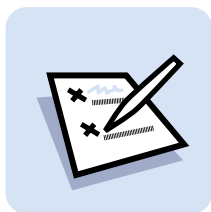
- Signing up is totally free and carries no commitment.



To join Shopatron absolutely free, please visit <http://www.shopatron.com/signup>

# How It Works

Shopatron is easy to use and flexible enough to fit within any retailer's schedule.



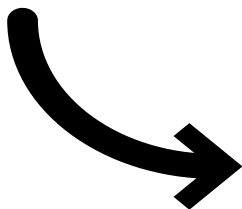
## Join Totally Free

Signing up is totally free and carries no commitment. Retailers only pay a small fee when they make a sale.



## Easy Order Access, Quick Stock Matching

Accessing orders is easy via the web and email alerts. Matching stock to available orders takes mere minutes. Automation tools are available.



## Zero-Obligation, Zero-Hassle

Retailers are welcome to join Shopatron even without fulfilling orders right away. Some retailers use Shopatron's market and purchasing data until they become comfortable enough to begin shipping orders.



To join Shopatron absolutely free, please visit <http://www.shopatron.com/signup>



## A Day In The Life

Retailers use Shopatron on their terms, fitting it into their workflow. Retailers do not have to check the website every day. Shopatron alerts retailers via email about orders that match their profile or may be located nearby. Stock matching can be fully automated. The average participating retailer's routine is simple:

### Match stock with orders: **2 Minutes**

Go to Shopatron web page, look at orders available on system, click on items you have in stock.

### Print orders: **1 Minute**

Log into Shopatron, see which orders have been assigned to you, print packing list.

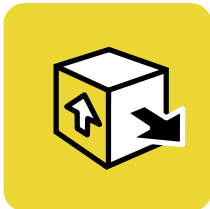
### Ship Orders: **5 Minutes**

Pull, check, pack, and send.

### Enter tracking numbers: **2 Minutes**

Log into Shopatron, enter shipping information.

Total Average Time: **10 Minutes**



## Flexible Fulfillment

Shopatron is compatible with every major parcel carrier, making it easy to integrate with existing shipping processes.

## Rock-Steady Payments

Retailers can choose to have their payments sent via direct deposit or paper check. Neither method carries any fee. Payments are made like clock-work every 15 days.



## Market Data

Shopatron provides participating retailers with real-time sales data not available anywhere else.



## Reports & Analytics

Shopatron reports provide data about everything from what's selling locally and nationally to individual fulfillment details.



## Accounting

Reports and analytic tools also make it simple to account for sales made with Shopatron.

# Financial Details

## How Order Payment Works

Shopatron online stores securely capture and store consumers' credit card information at the time orders are placed.

Just before retailers ship assigned orders, credit cards are charged for the order amount, including shipping and tax, if applicable.

## How Retailer Payment Works

Every 15 days, Shopatron reimburses retailers for orders shipped minus 2 to 5 percent, plus credit card processing costs.

Retailers typically already have margin for advertising (yellow pages, consumer advertisements, newspaper circulars, et cetera). Shopatron's fee was designed to be equivalent to this "advertising portion" of the gross margin of an in-store sale.

Retailers can choose to have their payments sent via direct deposit or paper check. Neither method carries any fee.

## Security and Reliability

Shopatron accepts all risk of chargeback and fraud for every order. If retailers ship an order and provide a valid tracking number, reimbursement is guaranteed, no matter what.

With four years of operational experience and millions of dollars of on-time payments made, Shopatron has earned its reputation for reliability and trustworthiness.

Shopatron is committed to being a lasting and conscientious partner to retailers.



# Frequently Asked

**Q: Can retailers really manage shipping orders?**

A: Shopatron's flexible shipping rules make it easy to fit order fulfillment into any existing retailer routine and store configuration. Moreover, the number of orders retailers fulfill scales to their comfort level or in-store free time, putting retailers in control of how much product they are assigned and ship. Like shipping a birthday present to a customer's family member, packing a Shopatron order is quick and easy.

**Q: What if retailers only stock a small portion of a manufacturer's product line?**

A: Shopatron works with retailers of all sizes, all across the US and Canada, making it possible to locate any consumer order, no matter the configuration. This is the power of a network environment. Most of the time, however, consumers order manufacturers' most popular items, which are also the most frequently stocked.

**Q: Does Shopatron work for large and small retailers?**

A: Absolutely. Because Shopatron was designed to fit into any retailers workflow and store environment, it works for retailers of all sizes, at all stocking depths. No matter the size of the store, if a retailer can pack and ship a box, Shopatron can deliver extra sales.

**Q: What do distributors and reps think of Shopatron?**

A: Because Shopatron locates and sells inventory that already exists at retail locations, distributors and reps are still responsible for placing product in the stores. Shopatron helps distributors and reps make more sales by creating more demand at retailer locations.

To join Shopatron absolutely free, please visit <http://www.shopatron.com/signup>



**Shopatron**

Aspects of the Shopatron network are patented, patent-pending, or patent-applied-for.  
"Shopatron" and the Shopatron logo are trademarks of FirePoppy, Inc.

Shopatron by FirePoppy, Inc.  
2074 Parker Street, Suite 200 San Luis Obispo, CA 93401 P: (805) 547-8368 F: (805) 547 8369  
[www.shopatron.com](http://www.shopatron.com)