

# Belami E-Commerce Enablement Program

## The Showroom Challenge

If you could capture a portion of the massive and growing e-commerce market share, would you? If you could beat the giants at their own game, would you be up for the challenge?

### With Belami, you can do both.

Belami can show you how to leverage your showroom's unique value and services through an online presence that no other e-commerce solutions provider can match. We know the irresistible appeal of a stunning showroom and the power of a knowledgeable, persuasive sales team. We know, because our family, too, started with a lighting showroom and a dream. But things have changed. The Internet, social media, and technology have turned our industry on its head and forced many independents out of business. Beat that trend. Dare to try something bold and new—**the Belami Solution.**

We know how to compete in the lighting e-commerce market, because we have been doing what we do better than the big guys for 15 years—and we can help you do the same. We focus on what sets you apart. We package your products, service, and distinctive qualities—your showroom secret sauce—and translate it into a dynamic presence online that will protect your business and boost your profits.

Partner with Belami today and turn your business into a more profitable, competitive force equipped to reach and serve today's tech savvy consumers. There is no minimum contract, no implementation fee, and no risk—all it takes is a passion for success and a can-do attitude.

Belami is looking for a few qualified showrooms eager (or ready) to compete and succeed in the e-commerce arena.

## Are you up for the challenge?

# What You Get

*When you partner with Belami, you get a full-service solution for your new online ventures and our proven track record for realizing increased profits.*



A comprehensive digital marketing solution designed to increase your profits and customer base.



A complete e-commerce website that is user-friendly and built to highlight your full range of product offerings.



An in-house design team specializing in custom promotions, graphics, and visual enhancements that showcase your services and product lines.



An expert management partner equipped to handle third-party marketplaces as part of your overall e-commerce strategy.



Full training for your team on e-commerce best practices based on our 15 years of experience.



# What You Can Expect



- ★ **Instant profitability** – *less than \$500 to launch, and you only pay when there are sales.*
- ★ **Positive cash flow** – *Funds from sales post to your bank account long before vendor invoices.*
- ★ **Simplicity** – *A browser-based site means no complicated technology integration required.*
- ★ **Freedom** – *No minimum contract and no long-term commitment.*
- ★ **Growth** – *Increased volume means a win-win for customers and vendors alike.*

*Do you have what it takes to partner with Belami and succeed in the e-commerce market?*

## Readiness Checklist

I know there are things I can do better than the online lighting competition; if only I had the technological resources to make it happen.

We provide services and products in our showroom that I've never seen anywhere else. I wish I could communicate that to an online audience.

I have one full-time staff member who can oversee phone sales and customer service for the website.

I can install a digital phone system that is dedicated solely to the website, so I can monitor and evaluate the performance of the new system and my team.

## Industry References

**Todd Teiber** - *Craftmade Lighting*

**Michael Van Derlofske** - *Quoizel Lighting*