

Integrating Online Team Sales Into an Existing E-Commerce Strategy

Bringing team sales in-house can save money, increase web traffic, and drive more sales via E-Commerce

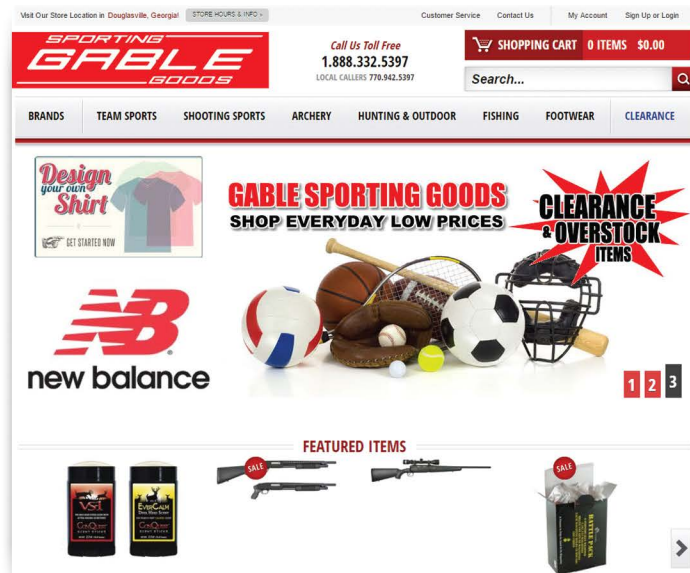
Celebrating 50 years of business in 2015, Gable Sporting Goods has become a destination location in the Atlanta, GA area, from athletic and outdoor apparel, to a robust gun and archery shop. With over three decades of experience in team and uniform sales, Gable has made inroads to the amateur athletic market within a 25 mile radius of their brick-and-mortar headquarters in Douglasville, Georgia.

Blaine Gable, the third generation of the Gable family involved in the business, has worked to bring Gable Sporting Goods into the E-Commerce era. Working with Celerant Technology and their Command Retail software, Gable implemented a single point of sale and E-Commerce platform back in 2012. But with team sales being a major revenue stream for the company, Gable needed a solution to meet the demands of parents and coaches in his market that could integrate with the company's E-Commerce site.

"The web...we know that's the future," says Gable. "Team sales drive about 65% of my business. I have two full-time road guys out contacting coaches. They come in and place orders for everything. We require a platform that works."

Looking for an online team sales platform, Gable researched standalone options that allowed him to set up a shop for his customers to visit. But Blaine found a few of flaws with these systems. First, online traffic was taken to a third-party site and away from his own. Secondly, a monthly fee was charged as a percent of sales through the third party portal.

Not satisfied with losing web traffic and paying a monthly cut of his team sales, Gable found another solution: the Player Pak from Celerant, which builds a team sales platform with his E-Commerce website, creating a seamlessly integrated system for point of sale, E-Commerce and team sales. With the powerful combination of these three platforms put in place at the beginning of 2014, Gable Sporting Goods now features a team sales portal built right into the main website all with a single, up front investment.



"I'm not paying another company 7% to handle my team sales. I paid a flat rate for the web, and I am done. Now I'm just making money," says Gable. "I'm also sending you directly to my website. While you are on the site getting your football fan wear, now you see my whole storefront online. Suddenly, you say, 'Oh, I didn't know Gable carried this.'"

With real-time visibility of the entire business now available through a single platform, Gable Sporting Goods has turned its focus to leveraging other markets through team sales. The company currently takes orders from local car dealerships that require employees to purchase branded shirts, as well as police departments looking to offer tactical boots and apparel. With this single, robust online presence, Gable has seen a noticeable increase in traffic and sales.

"I'm selling more stuff now. It's increased my retail business and I have a good looking website. People go online to see what I have, come in and say 'I saw this on your website, it's a great deal.'"

For more information on the Celerant's integrated retail solutions, contact us at sales@celerant.com or visit us at www.celerant.com