



**Approachable Technology Solutions  
to Grow Business & Streamline Operations**



# NHPPA

EDUCATE | ADVOCATE | ASSOCIATE





## Dan Tratensek

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# Before We Begin...

## KISS

Keep It Simple Superstars.  
We don't have to make anything harder than it needs to be.

## Legal Pad Logic

I use this as a basis for most all of my presentations.

## Doing Something is WAY Better than Doing Nothing

Even the smallest steps can create a measurable impact.



“ It’s supposed to be **hard**.  
If it were **easy**, everyone would do it!

Tom Hanks, A League of Their Own

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# What We'll Be Looking At...

**Getting Buy In** – Breaking down those roadblocks to embracing technology

**Building a Plan** – What questions do you have to ask when you start this process?

**Where We See An Impact** – What are some of the most common solutions we see being used?

**Next Steps** – Where do you go from here?





# Getting Buy In...

# Let's Demystify Technology...

- People freeze up at the thought of technology.
- Technology is just a blanket phrase for non-traditional solutions.
- Every single one of you is already embracing technology.
- Focus on the problem and then find the right solution.
- It's like driving screws with a hammer.





## It's a Constant Evolution...

- Adding phones into the store
- Adding POS systems
- Adding headsets
- Adding a website
- ... on it goes!



## Before We Go Too Far...

- How do you differentiate your business from the competition?
  - Product Knowledge
  - Service
  - Selection
  - Price



## Before We Go Too Far...

- Is this still the case?
- If so, for how long?
- Where else are your customers shopping?
- What kind of investments are your competitors making in technology?



Building a **legacy business** requires  
commitment to **accepting** and **adapting** to  
change! Are you ready?

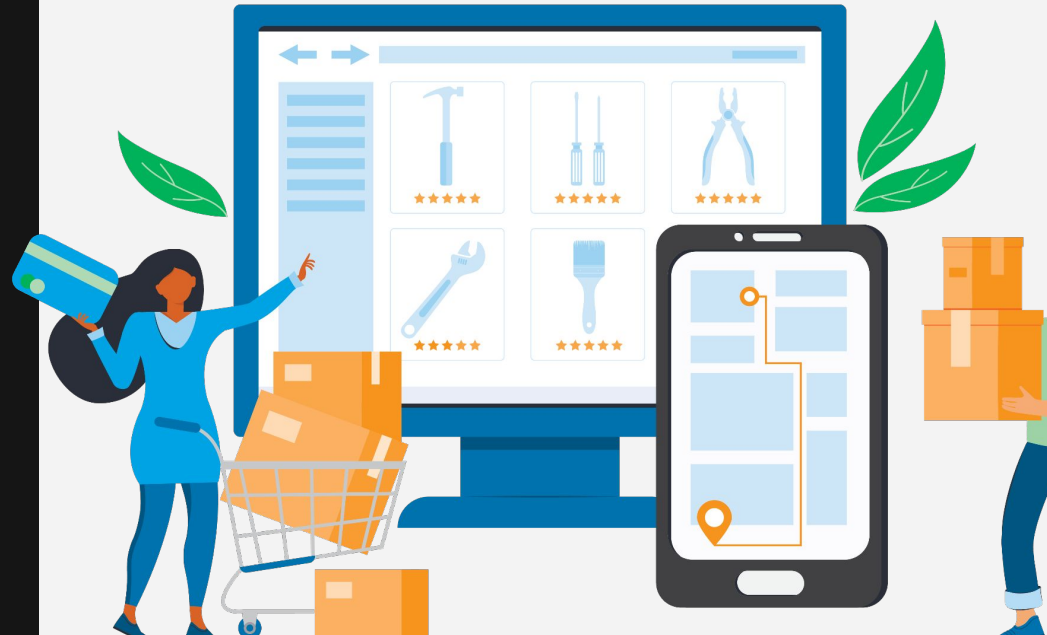
# Building Your Plan...



# Building Your Plan...

## Keeping it Simple

- Finding areas to implement or harness the power of technology doesn't have to be an all-or-nothing situation.
- It's about finding the tools to make your life and job easier.
- There are some guidelines that can help you keep it simple and solve your problems.



# Evaluating Your Operation's Current Needs...

- Where are the “pain points” that we consistently face?
- What tasks take us the most time?
- What are other retailers doing that you currently aren't or can't?
- What information do we need to make our business better?
- Are we effectively communicating with our customers (both ways)?



# Evaluating Your Operation's Current Needs...

- It can't just be YOU answering these questions.
- Incorporate feedback from your whole team.
- Talk to your vendors.
- Talk to your customers.
- Talk to other business owners.





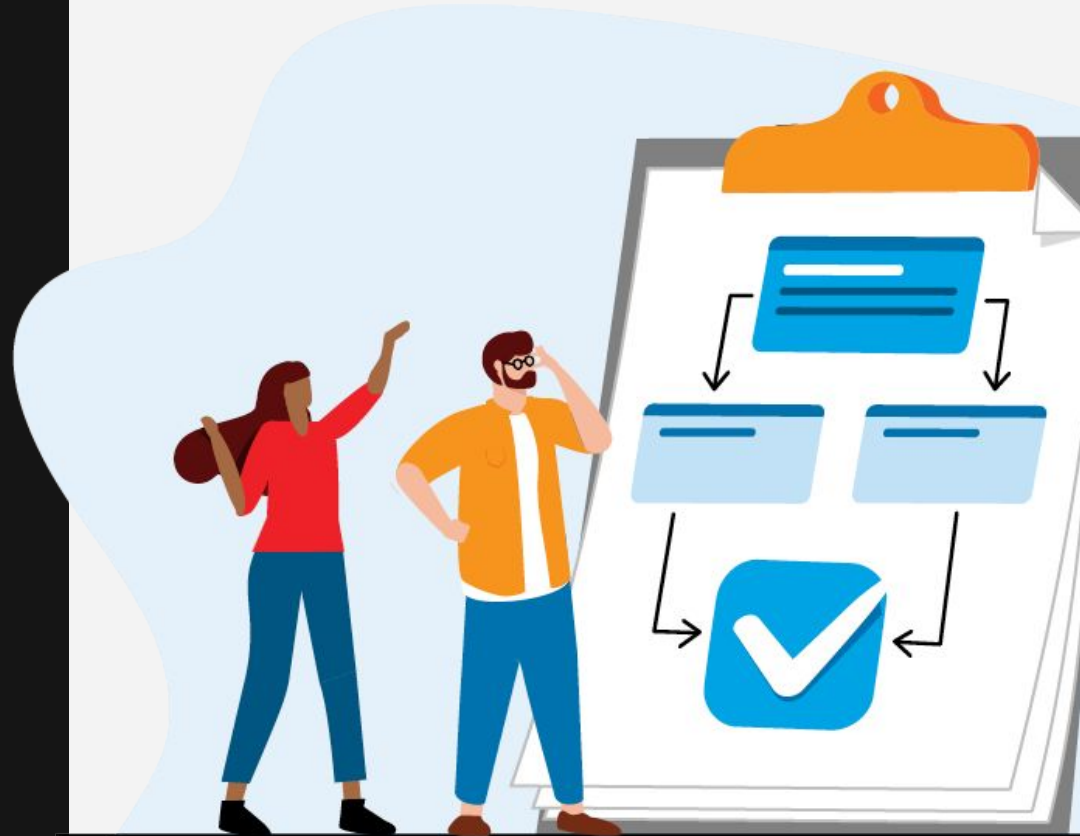
# Identify Your Potential Solutions...

- The answers don't necessarily have to be tech-focused.
- Some pain points might be fixable without any technology.
- Embrace the easiest solutions...
  - Not because they're easy but because they make sense.
- Don't buy your own argument.
- Have a devil's advocate.



## Don't Be Overly Ambitious...

- It's always better to take a measured approach. Set small, achievable goals and don't move on until you have reached them.
- Stack rank your pain points.
- Then factor in the level of complexity of the solution.
- It's better to have a plan that focuses on what can actually be achieved.



## Vet Your Ideas...

- Never rush into any solution, tech-focused or not.
- Talk to vendors, ask for references.
- Once again, involve your team.
- Solutions rarely work when they are implemented from the top down.
- Talk to companies who have used these solutions and ask “where were the challenges and how did you overcome them?”



## Create Your Implementation Plan...

- From selecting which solution to when it will be implemented, who will champion the solution, how you will roll it out and how you will evaluate its effectiveness.
- Never go live until you are fully comfortable.
- If you're going to fail, fail small.
- Have a plan for ongoing evaluation and measurement.



A man with a beard, wearing a blue and white checkered shirt, is standing in a hardware store. He is holding a red-handled paint roller in his right hand and a white paint can in his left hand. He is looking at the paint roller. The background is filled with various hardware items on shelves, including paint cans, rollers, and other tools. The text "Where We're Seeing An Impact..." is overlaid on the image in white and blue font.

Where We're  
Seeing An **Impact...**

## Areas of Impact...

- When you are looking to identify pain points, the areas where we see some of the most common issues that arise again and again fall in these categories...
- Employee communications
- Employee productivity
- Customer interactions
- Operational efficiencies



## The BIG THREE

- These tech solutions are really part of the “table stakes” for retailing today.
- If you don’t have these technology-rooted solutions, you are putting your operation at a severe disadvantage.
- Let’s call these “foundational technologies”.
  - Website
  - Social Media
  - Customer Loyalty



# Learning to drive?





# Learning to drive?



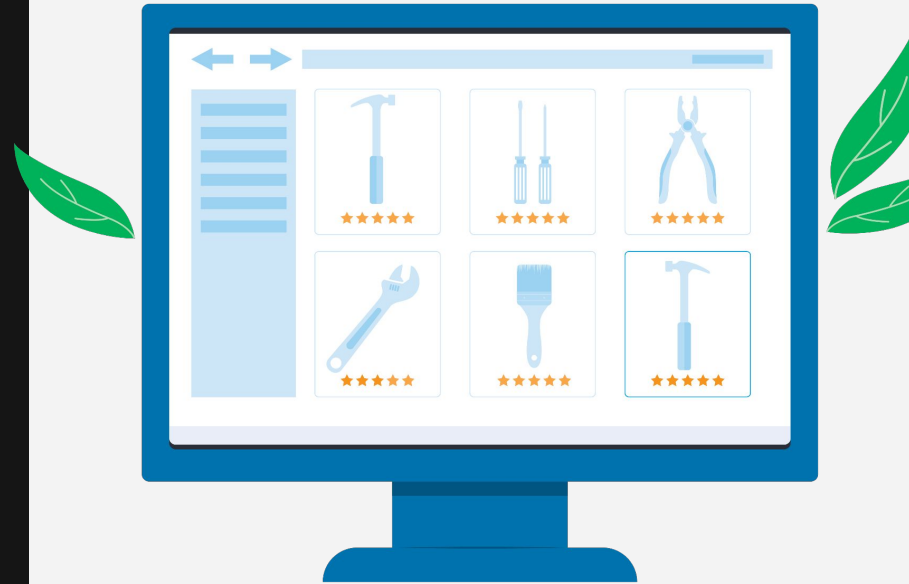
# Learning to drive?



# Website

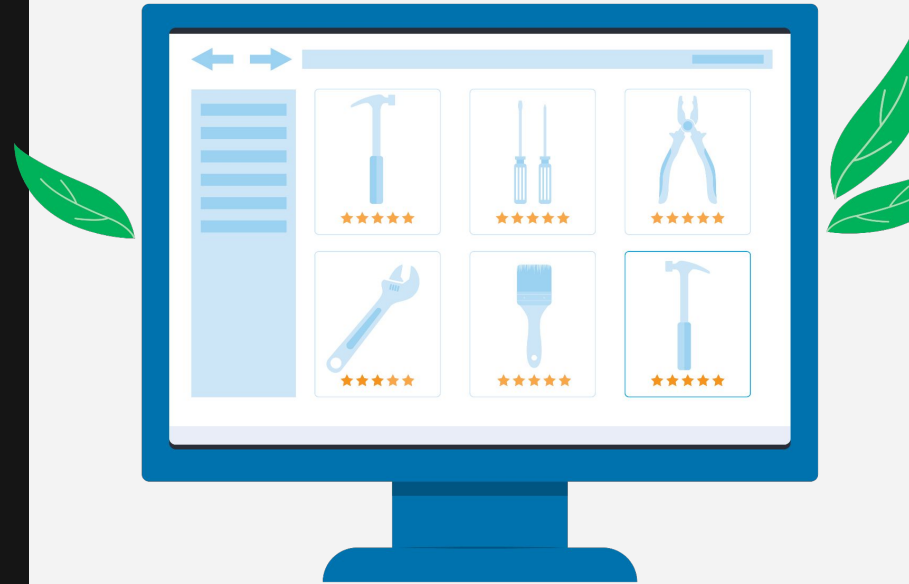
There is NO excuse for a retailer (or business) to not have a website today.

- There are myriad services that can help you get a website set up and maintained.
- Your website is where customers go to get basic information about the products and services you offer.



## Website

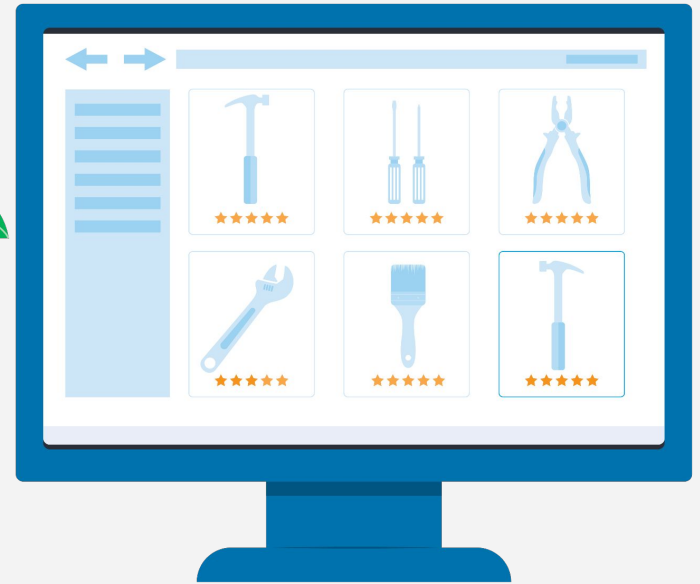
- They go here to find your store address, hours, locations or just learn more about your company.
- It puts your business in the “cyberspace.”
- It is your opportunity to share your brand with customers who haven’t come into your location.



# Website

When creating a website or evaluating your current site, there are a few things you should make sure you address.

- Is the site easy to maintain?
- Is it “scalable”?
- Can I add bells and whistles.
- Is it stable?
- Make sure it is dynamic in its design.
- Look for ways to add “dynamic” content.



# Social Media

Social media platforms give you so many opportunities.

- Twitter
- Facebook
- Instagram
- TikTok
- LinkedIn
- Keys to success with social media are similar to other forms of marketing – planning, creation and follow through.



## Social Media

- Choose the one or two platforms that you feel are a good fit.
- Put someone in charge of your social media efforts.
- Create a plan for what you want to share, how you respond to customers, how you attract followers.
- Also address the potential of how to deal with challenging situations.
- Execute the plan, be creative, focus on your brand



## Social Media

- There are also ways to integrate your social media feeds easily into your website, creating dynamic content.
- Utilize management tools:
  - Buffer (value)
  - HootSuite (features)





# Customer Loyalty Program

Similar to a website or social media, there are many options for retailers to add customer loyalty programs.

- One of the ways progressive retailers outpace smaller competitors is with the information they have.
- This allows them to track customer purchase, customize marketing messages, target promotions and more.
- If you aren't doing this, you are already behind.



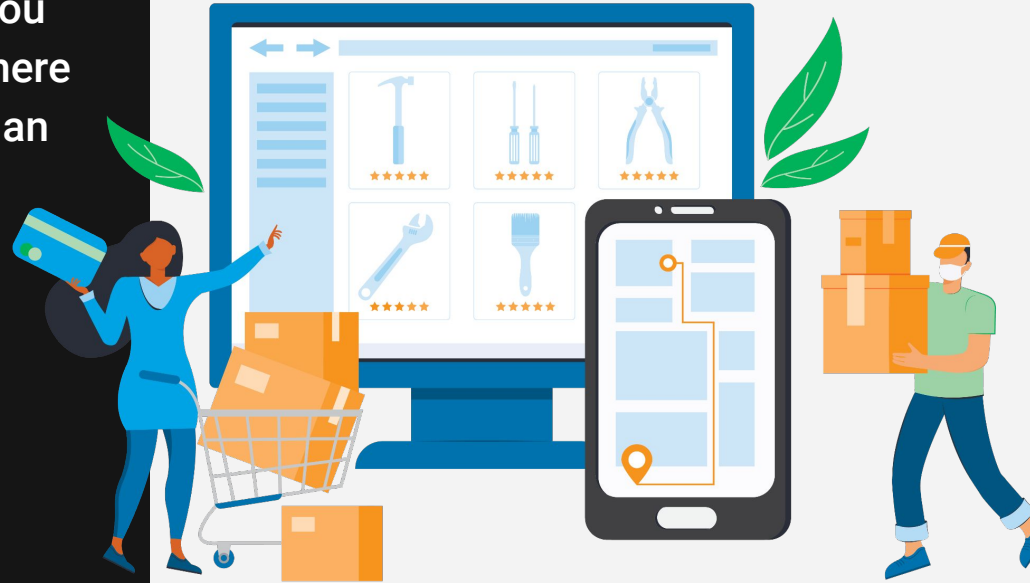
# Customer Loyalty Program

- Implementing these programs is relatively simple and what you do with the information is really up to you.
- Study after study shows that “loyalty customers” tend to spend more than non-loyalty customers.
- Loyalty customers also tend to be more receptive to promotions and specials.
- The longer you run your program, the more data you gather, the more powerful this customer group becomes.



## Beyond the Basics

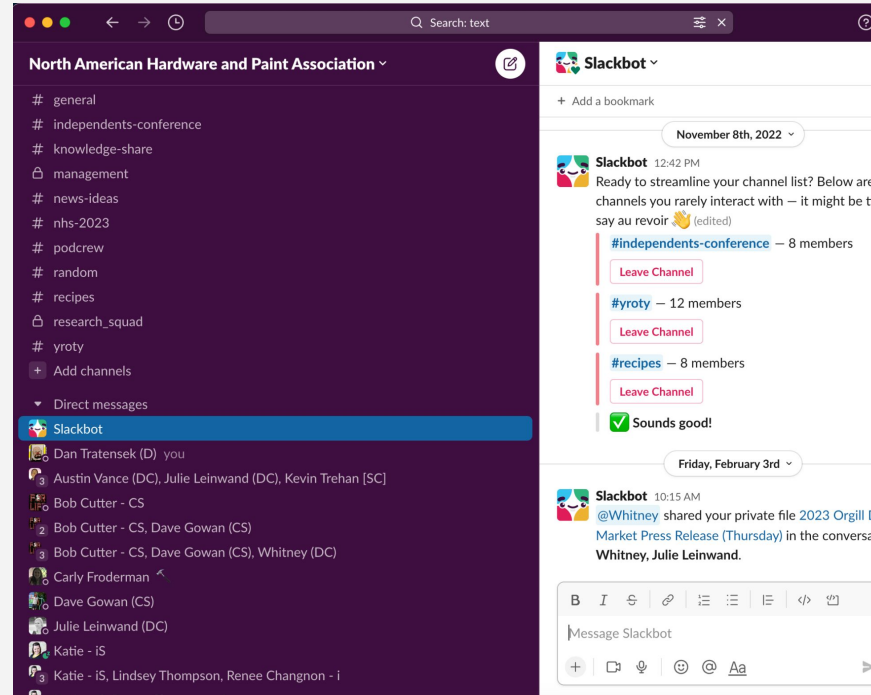
- Once you have established a foundation with the basics your business needs, you can start examining the other areas where technology-based solutions can make an impact in your business.
- These areas can include:
  - Employee productivity
  - Communications
  - Customer service
  - Brand visibility



# Employee productivity – Slack

Slack provides your organization with a space to easily communicate and share information.

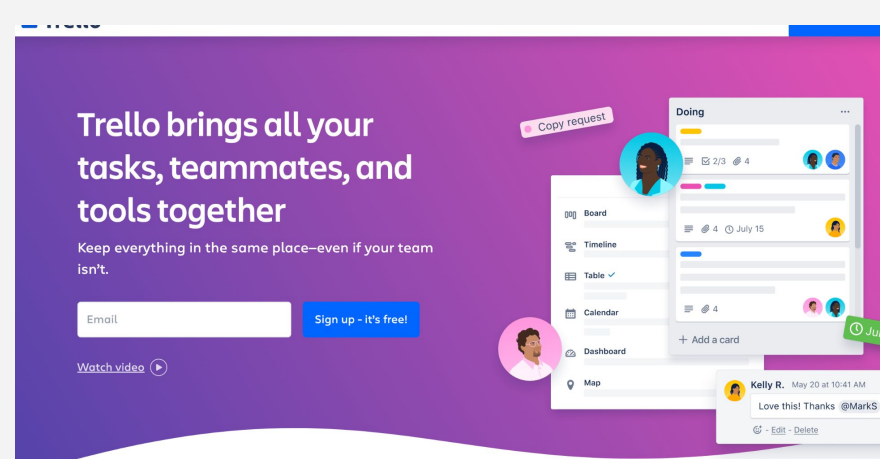
- It's kind of like “texting on steroids”
- Basic edition is free
- Works on both desktop and mobile
- You can create “groups” to send messages to
- You can also share files, photos and more
- You can save messages, pin messages and more



# Employee productivity – Trello & Monday.com

Task management platforms allow you to assign specific tasks to teams or individuals and then track those tasks throughout the life of the project.

- Trello and Monday.com are two that are affordable and widely used
- It is an effective management tool that helps keep your employees organized



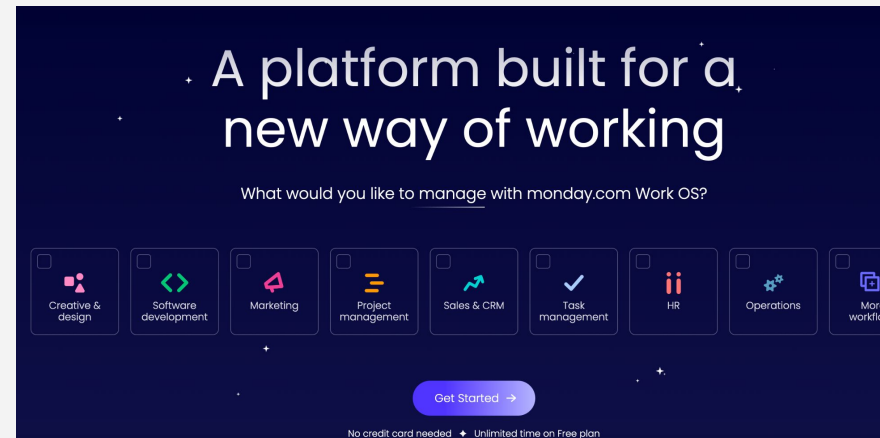
Trello brings all your tasks, teammates, and tools together

Keep everything in the same place—even if your team isn't.

Email  [Sign up - it's free!](#)

[Watch video](#)

The screenshot shows a Trello interface with a purple background. It features a navigation menu on the right with options like Board, Timeline, Table, Calendar, Dashboard, and Map. A central card titled 'Doing' is visible, showing a progress bar and a list of items. A user profile picture is also present.



A platform built for a new way of working

What would you like to manage with monday.com Work OS?

[Creative & design](#) [Software development](#) [Marketing](#) [Project management](#) [Sales & CRM](#) [Task management](#) [HR](#) [Operations](#) [More workf...](#)

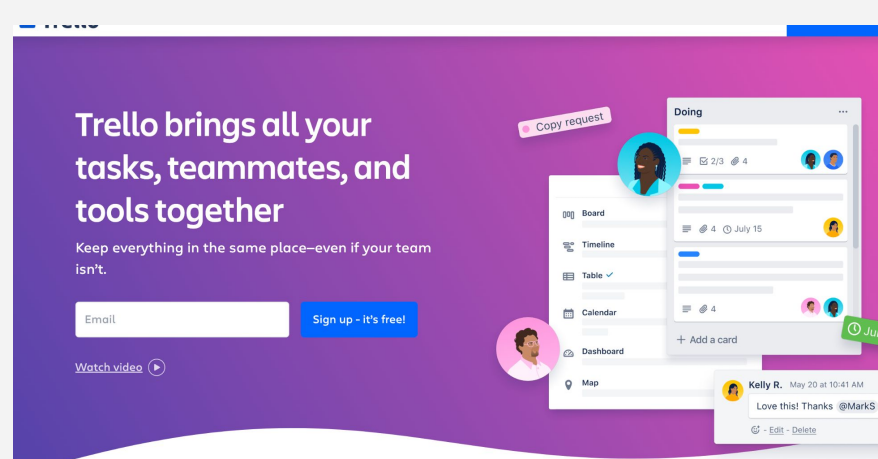
[Get Started](#)

No credit card needed • Unlimited time on Free plan

The screenshot shows a Monday.com website with a dark blue background. It features a grid of icons representing different work management categories. A prominent 'Get Started' button is located at the bottom center. The text 'A platform built for a new way of working' is displayed in large white font.

# Employee productivity – Trello & Monday.com

- All members of your team can see what tasks have to be completed, who is working on them and where they are in the process.
- They also allow you to share SOPs for regular, repetitive tasks to ensure accuracy and completion.



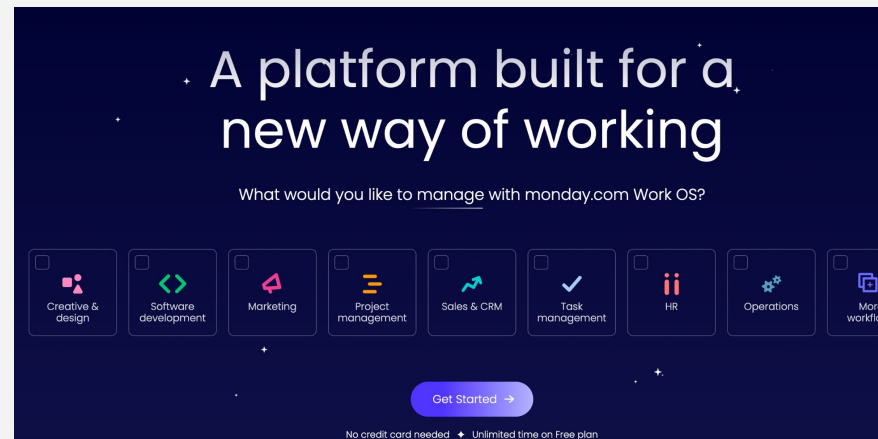
Trello brings all your tasks, teammates, and tools together

Keep everything in the same place—even if your team isn't.

Email  [Sign up - it's free!](#)

[Watch video](#)

The image shows a screenshot of the Trello website. It features a purple and pink gradient background. The main headline is "Trello brings all your tasks, teammates, and tools together". Below this is a sub-headline "Keep everything in the same place—even if your team isn't." and a sign-up button that says "Sign up - it's free!". There is also an email input field and a "Watch video" link. On the right side, there is a preview of the Trello interface showing a board with cards, a timeline, and a calendar. A user profile for Kelly R. is visible, along with a notification that says "Love this! Thanks @MarkS".



A platform built for a new way of working

What would you like to manage with monday.com Work OS?

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[Get Started](#)

No credit card needed • Unlimited time on Free plan

The image shows a screenshot of the Monday.com landing page. It has a dark blue background. The main headline is "A platform built for a new way of working". Below this is a sub-headline "What would you like to manage with monday.com Work OS?". There is a row of icons representing different use cases: Creative & design, Software development, Marketing, Project management, Sales & CRM, Task management, HR, Operations, and More workf... Below the icons is a "Get Started" button. At the bottom, there is a note: "No credit card needed • Unlimited time on Free plan".

## Employee productivity – Give them mobile tools

One of the most powerful technologies your employees have is literally already in their back pocket – their mobile devices.

- Most larger retailers are moving toward equipping their employees with mobile devices to make them more productive. Home Depot is investing \$\$\$.



## Employee productivity – Give them mobile tools

- Why? Because it makes them more productive and puts them on a level playing field with their customers.
- While there are solutions out there to purchase “task-specific” mobile devices, you can also start by using what they already have.
- Offer them a monthly credit, but they must download the apps you specify.

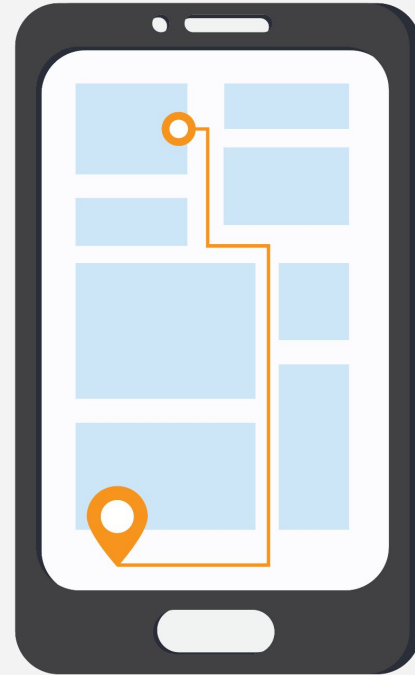




# Employee productivity – Give them mobile tools

So what apps are useful....

- Your store's website
- Slack
- Task management software
- QR-Code reader
- Barcode scanner
- Square footage, volume calculator
- Competitor apps



# Employee communications – Theatro

Theatro is gaining wider use in retail. If Slack is texting on steroids, Theatro is walkie-talkies on steroids.

- It's a mobile communication platforms.
- It is based on a series of voice apps that allow you to perform functions that a typical headset radio doesn't.
- You can do things like send messages to a group or a single individual.



# Employee communications – Theatro

- Send messages based on an employee's location within a store.
- Set messages to deploy automatically and more.
- Relatively low cost.



# Business Visibility – Pointy and Near St.

Both these services help your business show up in search results when products are being searched.

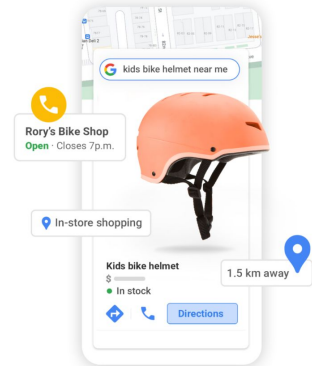
- They are slightly different in how they work but the same premise.
- Pointy is a physical device that goes between your POS and scanner.
- Near St. is software that works with your POS system.

## Attract local customers to your brick and mortar store by showcasing your products on Google

Millions of people use Google to search for products near them every day. Pointy helps bring these customers to your store by adding your in-store products to Google.

Get started

Add your in-store products to Google for free with Pointy - no hidden costs.



Near St.

Why NearSt

Partners

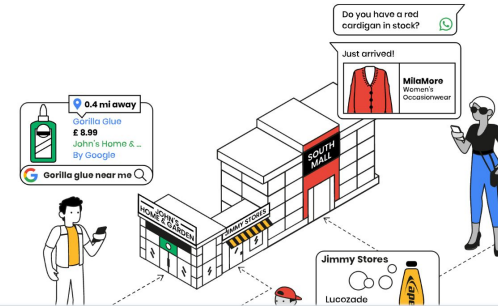
About us

Log in

Start now

## Turn online shoppers into in-store customers

Our market-leading local marketing solutions help you attract online shoppers into your stores.



This website uses cookies to ensure you get the best online experience. [Learn more](#)

Got it

# Business Visibility – Pointy and Near St.

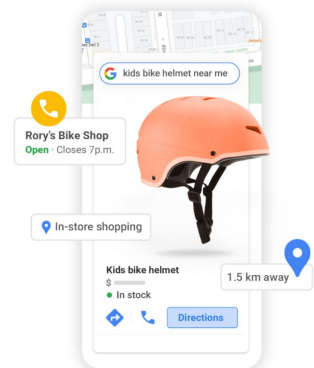
- They work with Google search and geo-location to ensure that when a product is searched that you stock, your store comes up.
- You can scale by investing marketing dollars to increase your results.

Attract local customers to your brick and mortar store by showcasing your products on Google

Millions of people use Google to search for products near them every day. Pointy helps bring these customers to your store by adding your in-store products to Google.

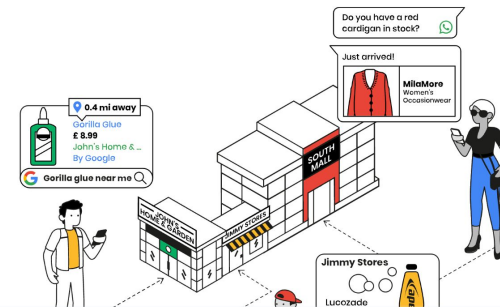
Get started

Add your in-store products to Google for free with Pointy - no hidden costs.



Turn online shoppers into **in-store** customers

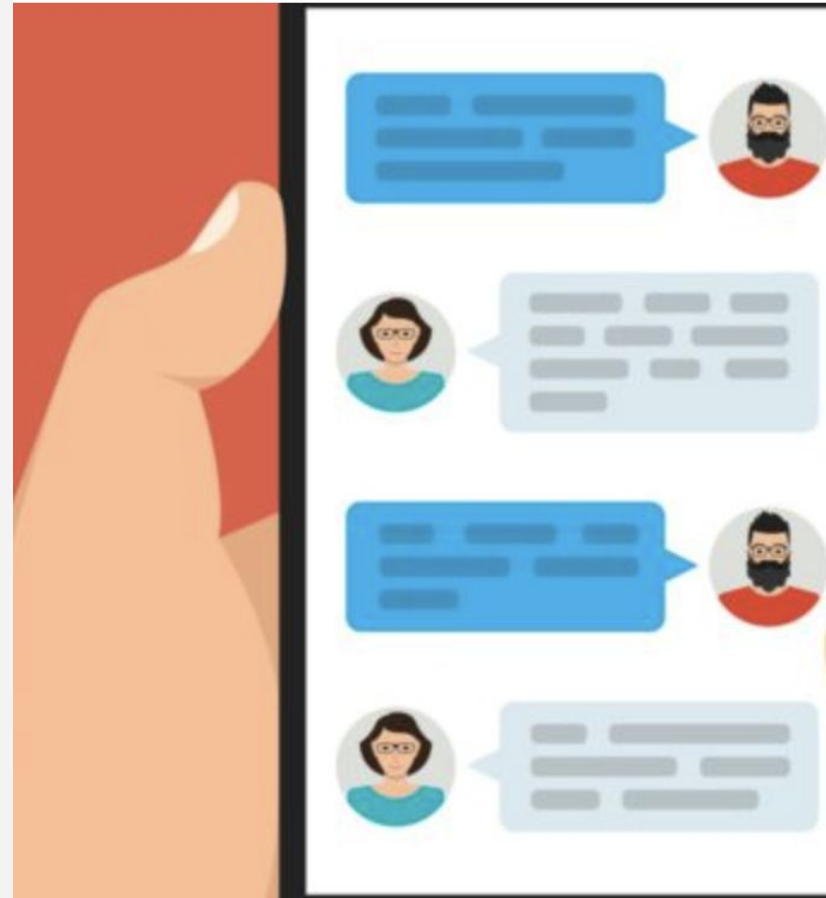
Our market-leading local marketing solutions help you attract online shoppers into your stores.



## Customer Interactions – Text enabling

More and more customers prefer to communicate using text.

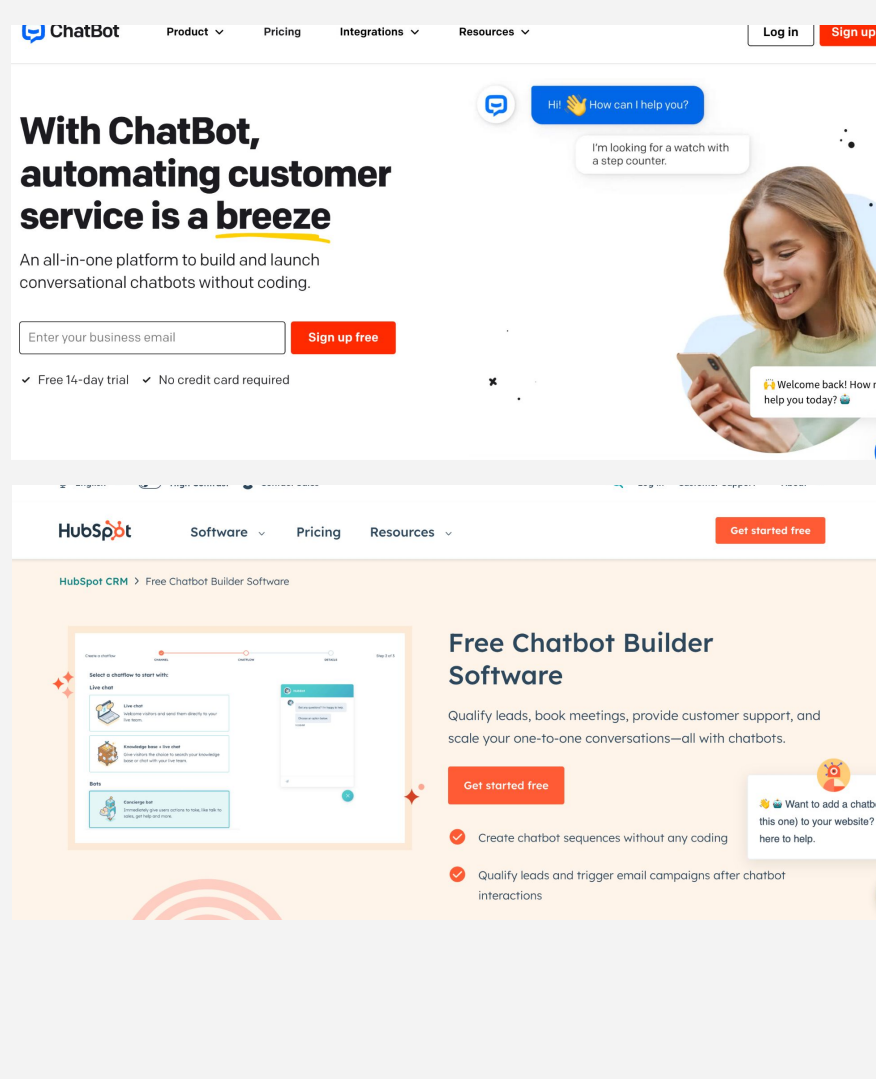
- These services like RingCentral, Textline or Simpletexting allow you to communicate via text with your customers.
- You can send order information, take orders, answer questions, send promotions or marketing information.
- Retailers who say contractors who prefer to communicate this way.



# Customer Interactions – Chat Bots

One easy way to add additional dimension to your website is through the addition of a chatbot that can provide simple information to your customers in a familiar manner.

- ChatBot, is one of the main services offering this and cost is under \$60 a month for small businesses
- Hubspot is free
- Is accessible to your customers 24/7
- Provides answers to most easy questions



The image shows a screenshot of the ChatBot website. At the top, there is a navigation bar with the ChatBot logo and links for Product, Pricing, Integrations, Resources, Log in, and Sign up. The main headline reads "With ChatBot, automating customer service is a breeze". Below this, there is a sub-headline: "An all-in-one platform to build and launch conversational chatbots without coding." A search bar with the placeholder "Enter your business email" and a "Sign up free" button is present. Below the search bar, it says "Free 14-day trial" and "No credit card required". On the right side, there is a chatbot interface showing a user asking "How can I help you?" and the bot replying "I'm looking for a watch with a step counter." Below the chatbot interface, there is a woman smiling and looking at her phone. At the bottom of the screenshot, there is a HubSpot logo and navigation links for Software, Pricing, and Resources, along with a "Get started free" button. The main content area features a section titled "Free Chatbot Builder Software" with a "Get started free" button and a list of benefits: "Create chatbot sequences without any coding" and "Qualify leads and trigger email campaigns after chatbot interactions".



**Next Steps...**



**When it comes to business improvement  
having a plan, any plan, is the first step  
along the pathway to success, don't over  
complicate things!**

## So now what???

The first step is breaking down your fear of technology.

Next, discuss what your pain points are.

Discuss potential solutions.

Explore some of the services we discussed.

Vet the products.

Start small.

Measure your progress.

If you don't have a foundation... **START THERE!**

**But remember...**



“

Everyone has a **plan...**  
Until they get punched in the **mouth!**

”

Mike Tyson, Famous Mouth Puncher

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WELCOME TO THE  
**NHPA**  **INDEPENDENTS  
CONFERENCE**  
August 2-3, 2023 | Dallas



# Early Bird Registration is Open!

Join hundreds of retailers and channel partners in Dallas on Aug. 2-3 for two energetic days of presentations from tech giants and panel discussions from industry leading retailers on how technology is transforming the home improvement industry.

- Former **Amazon** Exec who helped launch Amazon marketplace
- Former **Google** Head of Innovation
- **Leading home improvement retailers** discuss tech threats and innovations

[YourNHPA.org/conference](https://YourNHPA.org/conference)





# Everything DiSC

The Everything DiSC® personal development learning experience measures communication preferences and patterns of behavior using the DiSC model to improve communication, productivity and overall effectiveness.

[YourNHPA.org/disc](https://YourNHPA.org/disc)





# 5 Online Courses for Managers

Courses start every month!

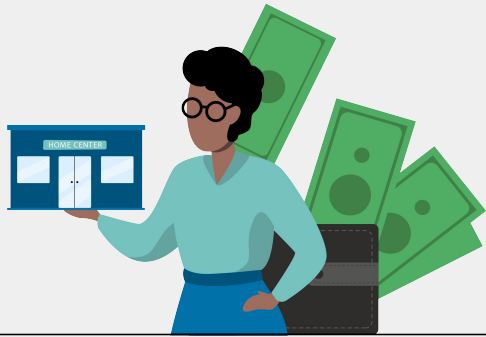
- Merchandising Management
- Your Leadership Style
- Leading Teams
- Mentoring
- Financial Management

[YourNHPA.org/foundations](https://YourNHPA.org/foundations)



# NHPA Retail Marketplace

[YourNHPA.org/marketplace](https://YourNHPA.org/marketplace)



**Buy a Store**



**Sell Your Store**



**Post a Job**

**Ask us about valuation as a first step!**



# Thank You!



## NHPA

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