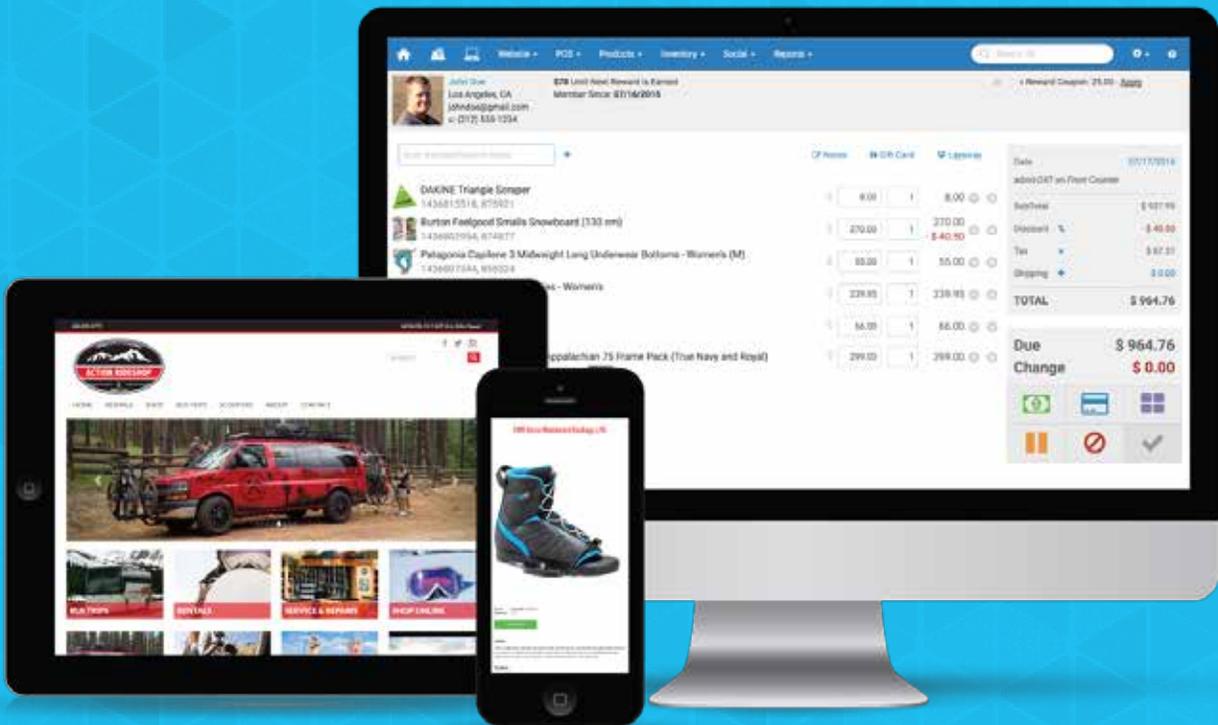


# WELCOME

to the future of retail



[www.rainpos.com](http://www.rainpos.com) • (877) 909-6699

rain

# WELCOME to the family!

Your new system comes with unlimited support to help you along the way. Depending on where you are in the setup process, the following people will be there to assist you by phone or email:



## Account Manager

Your dedicated Account Manager will be your go-to person during your website and Point of Sale setup. They'll implement your website theme for you (or coordinate your tailored design) and help you get your website and Point of Sale content loaded. They'll also teach you how to manage it going forward.

## Migration Specialist

Your ~~data wizard~~ Migration Specialist will assist you in migrating your product and customer data into your new Rain system.

## Customer Service Champions

You can also rely on our awesome Customer Service Champions to answer any questions you may have about your integrated Rain system. Keep their information handy so you can reach them:

**FIVE H's**

- Honesty
- Hard Work
- Happiness
- Humility
- Heartfelt

Phone: 877-909-6699 ext 2

Email: [support@rainpos.com](mailto:support@rainpos.com)

Hours: Mon-Fri 7:00AM - 6:00PM (MST)



Did you know we have five company values we strive to live by? Ask us about our 5 H's to learn more!

# WELCOME to the future!

We're excited to bring your shop into the future with an integrated Point of Sale and Website from Rain. Whether you sell something in the store or online, your website and POS inventory will automatically be updated. Here's a glimpse of some of cool things your new integrated POS and Website can do:\*

- Serialized sales & inventory
- Special orders
- Layaways
- Kits & Packages
- Customer accounts
- Quickbooks integration
- Reports
- Automatic backups
- Suspend transactions
- Coupons & Gift Cards
- Tiered pricing
- Purchase & Receiving Orders
- Vendor management
- Newsletter signup
- Wholesale login
- Service & Repair tracking
- Rentals & Rent to Own
- Marketing (email & text message)
- And more!



**Pro Tip:** You can make products available to sell on your website or only in the store.

\* Additional fees may apply if not included in your package



"Our Year-over-year sales increased by 35% after switching to Rain Retail."

~Jeremy Chapman, Owner, The Chapman's Acoustic Shoppe

# Ready...Set...SUCCESS!

Your Account Manager will guide you through the following steps to get you off to a great start with your new Point of Sale and Website.

WHAT YOU DO	WHAT WE DO	KEY TO SUCCESS
<ul style="list-style-type: none"> <li>• New client questionnaire</li> </ul>	<ul style="list-style-type: none"> <li>• Set up account</li> <li>• Begin new client process</li> </ul>	<ul style="list-style-type: none"> <li>• Finish questionnaire</li> </ul>
Initial Consultation with Account Manager		
<ul style="list-style-type: none"> <li>• Start Go-Live Checklist</li> <li>• Training Webinars</li> </ul>	<ul style="list-style-type: none"> <li>• Set up website</li> <li>• Initial POS migration</li> </ul>	<ul style="list-style-type: none"> <li>• Finish training webinars</li> </ul>
Follow-up appointment(s) with Account Manager		
<ul style="list-style-type: none"> <li>• Test POS transactions</li> <li>• Continue training</li> <li>• Set up card processing</li> </ul>	<ul style="list-style-type: none"> <li>• Make website changes</li> <li>• Adjust POS migration (if needed)</li> </ul>	<ul style="list-style-type: none"> <li>• Finish Go-Live Checklist</li> <li>• Approve migration</li> </ul>
Go-live preparation appointment with Account Manager		
<ul style="list-style-type: none"> <li>• Send final POS data files</li> <li>• Approve website launch</li> </ul>	<ul style="list-style-type: none"> <li>• Final POS data migration</li> <li>• Launch website</li> </ul>	<ul style="list-style-type: none"> <li>• Files sent to Rain</li> </ul>
POS & Website Live		

# Go-Live CHECKLIST

Here's an overview of the go-live process and information/files you'll need to provide your Account Manager.

- 1** Pick a responsive website theme or upgrade to a tailored design
- 2** Complete (and submit!) your New Client Questionnaire
- 3** Set a desired go-live date!



**Pro Tip:** If you need point of sale hardware such as a scanner, cash drawer, etc. you can get recommendations at <https://goo.gl/PmQcpF>

## Please provide the following:

### Website Content

- Logo
- Home page text
- Navigation menu items
- Text for various pages
- Areas of company focus (products, classes, rentals, etc.)
- Social media URL's
- 5-20 general images to be used throughout the website

### E-Commerce

- Category structure
- Product category images
- E-Commerce credit card processor
- Tax rates
- Shipping rates (domestic & international)

### Website Launch Information

- Domain name login information
- Email provider information
- Email addresses to create (free!)

### Point of Sale

- Departments structure
- Product data files
- Customer data files
- Processing setup
- Vendor list
- Tax rates

# Step-by-Step TRAINING

For best results, you'll want everyone who will be using your new system to get some basic training. Here's what we recommend:

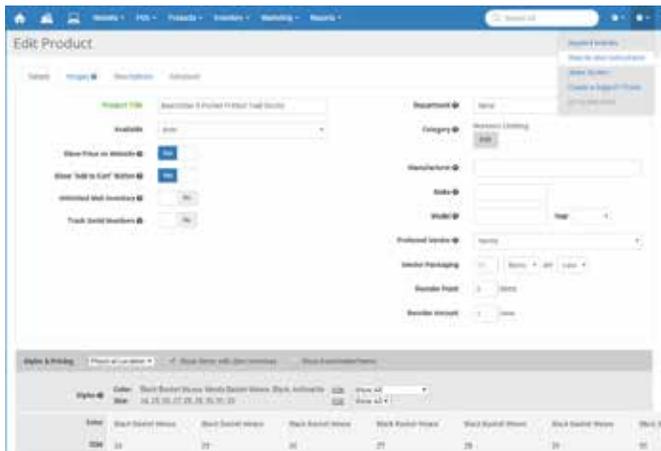
## Step 1: Webinars

Go to [www.websitesupport.info](http://www.websitesupport.info) and click "Getting Started" to browse through the help center articles. We recommend you and your key team members watch these introductory training webinars:

- Products & Inventory Webinar
- POS System Webinar
- Website Webinar

## Step 2: Hands-on with your Account Manager

After your initial consultation, you'll schedule a follow-up phone call with your Account Manager to review specific questions and features. You may want to include key employees on this call so they have a chance to ask important questions about your specific needs.



## Step 3: Step-by-step Instructions and In-system Support

Within the Rain system, you'll see a little  icon in the upper right-hand corner. Click it to see a help menu with all your support options for the page you're working on.



**Pro Tip:** Click "Step-by-step Instructions" in the help menu for click-by-click walkthroughs of various modules of your new system.

# Case STUDIES

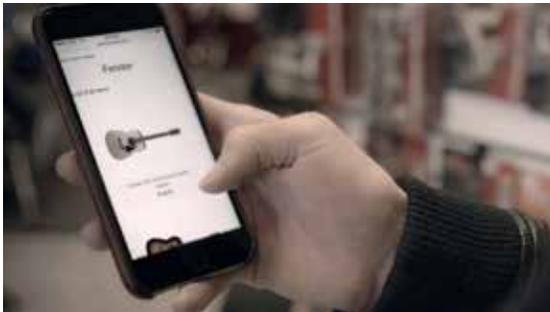
Stores who switch to the integrated Rain point of sale and website increase sales at least 20% on average. Want to see how they do it? Check out these case studies on our website at <https://www.rainpos.com/customers.htm> and ask your Account Manager how you can achieve similar success.



## MusicianSupply

When MusicianSupply posted their products to their website, they were surprised at how effective it was. Their foot traffic (and sales!) increased dramatically.

<https://vimeo.com/200116049>



## Adventure Plus

Store owner TJ Cottam discovered his inventory time had been cut in half when he switched to Rain.

<https://vimeo.com/196795620>



## Minky Couture

An integrated point of sale and website has led this boutique owner to 70% to 100% year-over-year growth.

<https://vimeo.com/223475065>

# Ramp up your MARKETING...

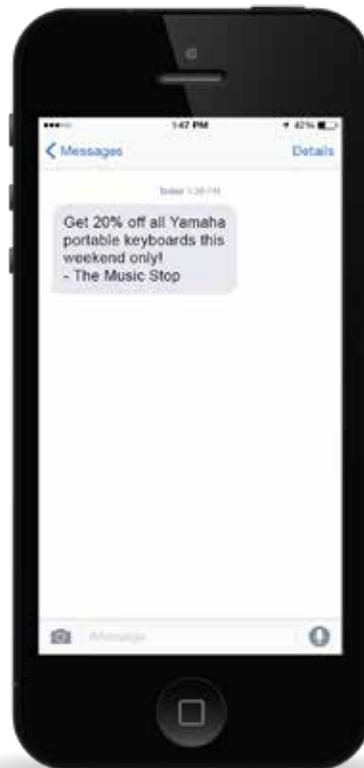
Rain offers a wide variety of marketing tools to help you harness the power of an integrated point of sale and website. Since you know what your customers are purchasing through your point of sale, you can create very effective marketing campaigns. Here's an overview of some of the marketing tools available in your new system. Ask your Account Manager for more details.

## Email Marketing

Quickly add customers to your email list right at the register, or allow them to sign up on your website. When you're ready to send an email blast, simply create your message and choose the list you want to send to. You can target specific buyers, or send a newsletter to all your customers. No more need for MailChimp.

## Text Message Marketing

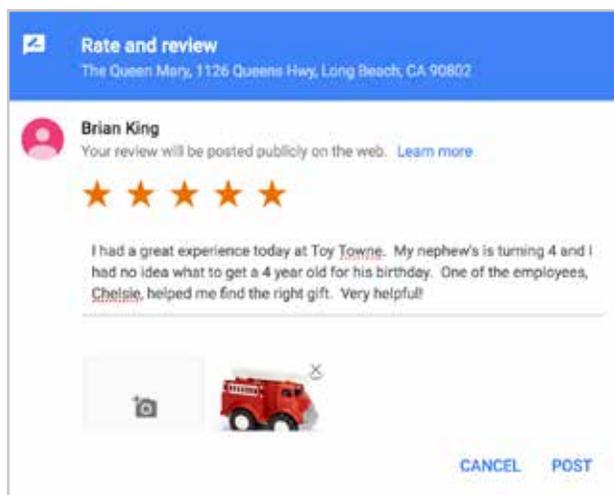
Send text messages to your customers to notify them of special sales and discounts. Remind people about classes they've registered for and the products they'll need. All you need to increase sales is their phone number; your Rain system will do the rest.



**Pro Tip:** Import your current customer lists to save setup time! You can even use text message marketing to communicate with customers about service and repairs. Ask your Account Manager to show you how.

# ...INCREASE your foot traffic

The way we buy things is changing. Nowadays, we ask Google where we can find that thing we want right now, and we rely on Google to give us the best local options. When you put your store information and inventory online in a search engine optimized format like Rain allows you to do, you invite all those Googlers to your front door. Here's how we do it:



## Online Reviews

If someone has a great experience at your store, you can ask them right then and there to leave you a positive review on Google through your new Rain POS. The more 5-star reviews you have, the more Google wants to promote you, and the more people want to visit you.

## Automatic Coupons

Draw people back to the store with bounceback and/or birthday coupons and new product announcements that are automatically emailed right from your point of sale based on their purchase history. If someone hasn't been in the store for a while, you can automatically send them an email with a coupon enticing them to return.

# 50%

of consumers who conduct a local search on their smartphone visit a store within a day. 18% of those searches lead to a purchase.

## Did you know:

When you connect your inventory to your website with images and product descriptions, Google will be able to promote your store to people looking for that product in their local area. Read more about strategies Google suggests at <https://goo.gl/D9WstQ>

# Frequent QUESTIONS...

## How long will it take to go live?

That depends a bit on your schedule! We'll work with you to help you go live in your own time. As soon as we get your website configured you can start loading products, and as soon as your POS data is set up to your liking, you can start using the system.

## Will my current hardware work with your system?

Since our system is cloud-based, chances are that your existing hardware will work just fine with our system. Each system is unique, however, so be sure to ask your Account Manager or our Customer Service Champions to be sure!

## What's the best way to learn the system?

We currently have three pre-recorded webinars that are a great foundation for becoming familiar with the POS and website. We recommend anyone who will use the system to watch these at least once.



Pro Tip: Watch the training webinars at <https://goo.gl/VZ4Xj4>

## I've heard about responsive websites. What does that mean and will my site be responsive?

Responsive websites reposition content automatically to fit the screen size. If you're viewing it on a large monitor, things stretch out to fill the space. When you view the site on a smaller device, like a phone or tablet computer, the content shifts to fit. Google rewards responsive websites with higher search result scores. Your account manager will make sure your new website is responsive and optimized to display correctly on mobile devices.



# ...and ANSWERS

## What is a data migration?

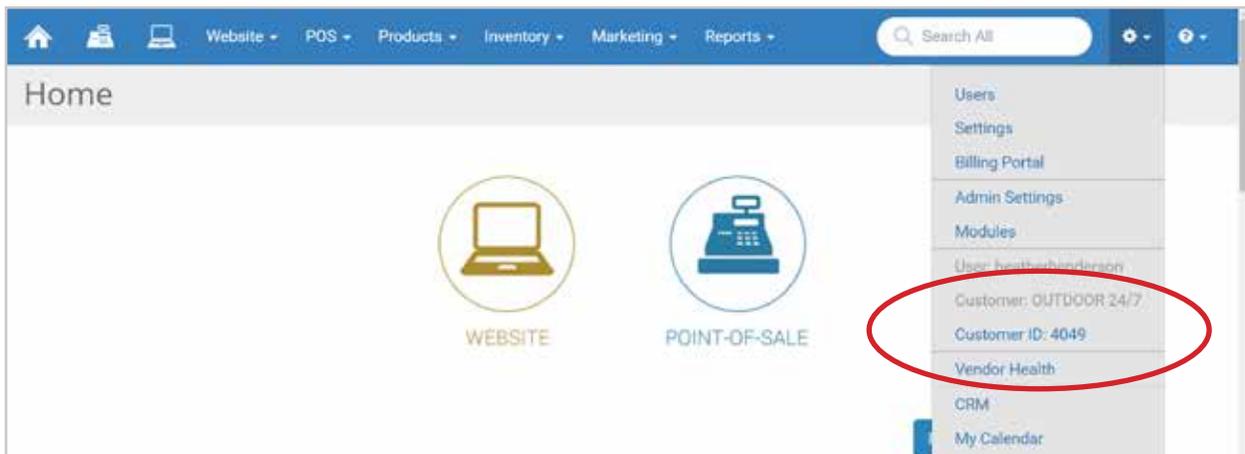
Our Migration Team uses their combined expertise to take data exported from your previous system and import it into ours. While results may vary, data like Products, Vendors, Categories, & Customers can usually be imported with ease. Other data will be evaluated on a case-by-case basis.

## What will I need to do to ensure an accurate migration?

Each person's data is unique. So while our team works hard to ensure its accuracy, you may expect some back-and-forth to ensure everything looks A-Okay. This usually consists of you checking three or four items for missing information. If anything's missing, just let our team know and we'll get it fixed right away!

## What information do I need to contact support?

When you contact our support team, they may ask you for your Customer ID number so they can look into the details of your site. If you don't know, that's ok; they'll look you up. But FYI you can find that in the top blue toolbar of your administration area under the gear icon.



Did you know our Support line has a Call-Back feature? Just make sure to complete the full dialogue and we'll be able to save your spot as you continue to work hard!

# APPENDIX

# The 411 on HOSTING

We're here to help you navigate all the technical details involved in website hosting so you can focus on what you do best: growing your business. Here's the 411:

## Part 1: Domain Name Registration

Your domain name is your address on the Internet, like `www.mystore.com`. We think you should own your domain name so you're always in control of it and you can point it wherever you want. You buy a domain name from registrars like GoDaddy, etc. and pay them an annual fee to point your address to a server where your website data is hosted. That's where we come in.

## Part 2: Hosting

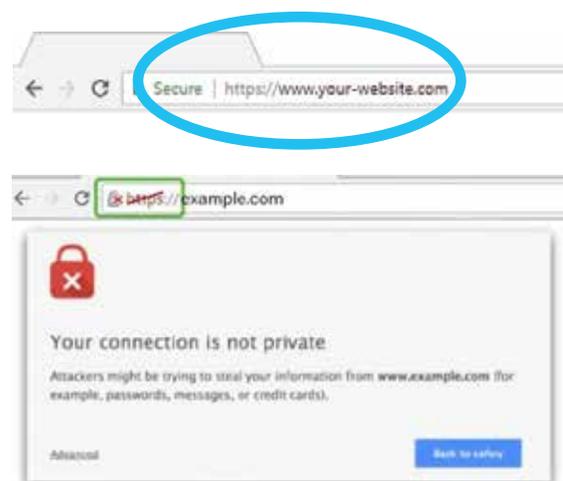
In order to host your site, we need to tell Google (and other search engines) where your website is hosted. And in order to do that, we need to know where your domain name is registered. Your account manager will ask you the domain login information so they can point the website address (domain name) to our servers.



**Pro Tip:** Have your domain registrar login information (username and password) available so your account manager can point your domain to our servers for you.

## The Magic of SSL

Your new website will be powered by an SSL (Secure Sockets Layer). Google favors websites that have an SSL certificate. Under certain circumstances, Google Chrome will show a warning to site visitors if a site doesn't have an SSL certificate. This can cause visitors to abandon websites immediately when they see the warning. But that won't happen to you now, because your site will be powered by Rain's SSL.



# Harness GOOGLE

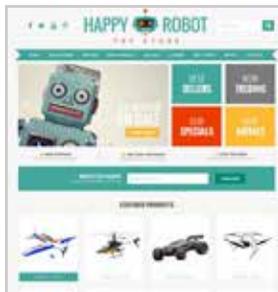
Your new website will be optimized to drive traffic from your digital front door straight to your physical front door. If you already have an existing website, great! Your account manager will move everything over. (Some custom scripts might not transfer, though, so work with your account manager to identify any restrictions or substitutes.)

If you're starting from scratch, that's cool too. Your account manager will help you get your new site put together with a home page, "Contact us," "About us," and other pages to describe your store.

Once your account manager turns the site on, you'll be able to unleash its full potential by adding your classes, products and images.



"After switching to Rain, our foot traffic increased significantly because people were finding more of our products online."  
~Miles Stewart, Store Manager, MusicianSupply



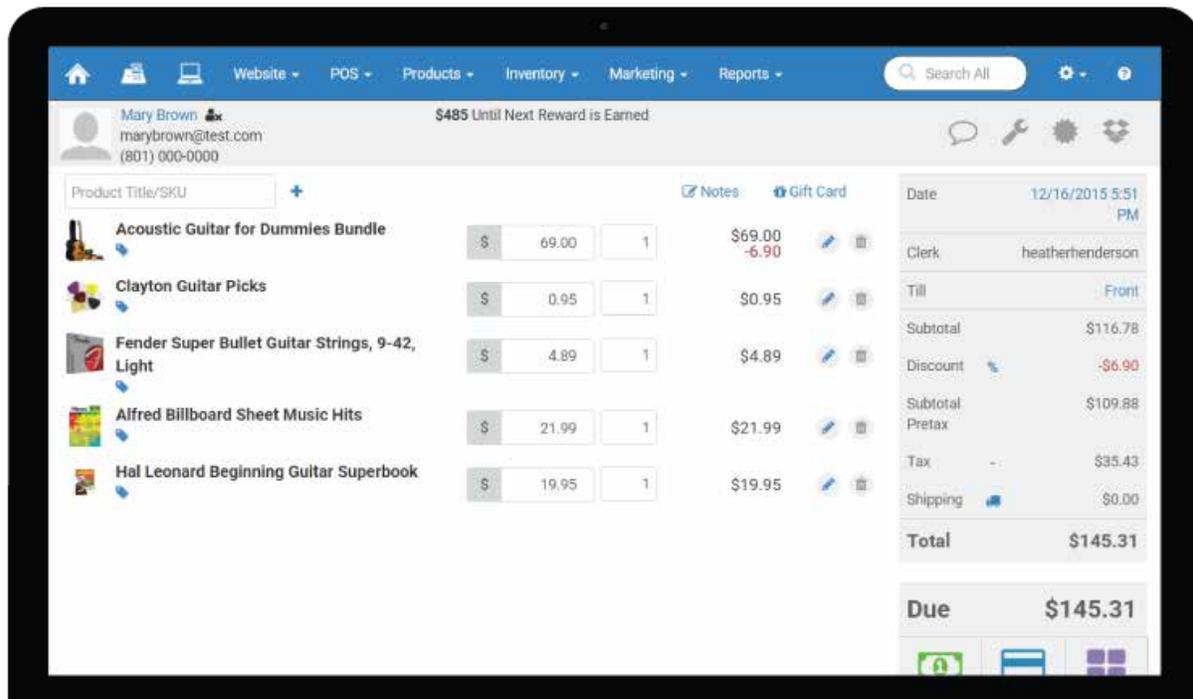
Pro Tip: To get your website started, pick an awesome theme from our gallery at <https://www.rainpos.com/shop/Responsive-Theme-Designs.htm> or ask about a tailored design for a completely new look.

# Point of AWESOME

With over 70 integrated modules, your Point of Sale is now your Point of Awesome. Everything's linked: Inventory, Purchase Orders, Receiving Orders, Customer Rewards, Rentals, Services & Repairs, Classes and even your marketing tools are all under the same powerful hood and automatically included in your new system.



**Pro Tip:** To make your Point of Sale setup easier, export a backup from your current POS or a spreadsheet of your current inventory for your migration specialist.



## Credit Card Processing

Rain has an integrated credit card processing partner to give you seamless charges, credits, and refunds. You can use a different processor of your choice, but you'll need a separate terminal and refunds would be done through your processor's portal. Ask your account manager about how you can save on processing fees.

# More Amazing FEATURES

There are so many more things your new system can do that we can hardly list them all, but here are some of the highlights you may want to discuss with your Account Manager during your initial consultation:

## Classes

Display classes on your website and allow people to register online or in the store. You'll never over-sell a class again because your new class registration system will always be up to date.



**Pro Tip:** include class descriptions, costs, what's included, and necessary materials. You can include links to products and kits for purchase on your website or in your store before the class!

## Service & Repairs

If you offer service and repairs, Rain will track your customers' service tickets as well as their purchases. Service/repair parts are automatically linked to your store inventory, making tracking a breeze.

## Rentals

Your new point of sale is also your new rental management system. Whether you have pooled or serialized inventory, your customers can reserve items online or right in the store. Say goodbye to long lines when customers start entering all their rental data for you from their smartphones and tablets.

"Rain has helped us keep control over thousands of parts that we keep in stock. It's given us the ability to meet customer needs in a much more timely fashion."

~John Sherman, Service & Rental Manager, Denver Divers





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“My inventory management time has been cut in half and I have more time to build relationships with my customers to grow revenue”

~TJ Cottam, Adventure Plus LC, Saint George, UT



“After we started using Rain, we saw a 23% increase in sales in Q3 year-over-year, and I now have the time to optimize my inventory like never before.”

~ Bonnie Sherman, Partner, Denver Divers