

ONLINE SALES – AND THE POWER TO ENTICE FOOTFALL



The Company of Master Jewellers approved supplier

IT'S EASIER THAN OPENING ANOTHER SHOP. AND IT NEVER CLOSES.

What kind of website do you have – or have in mind? A passive Internet presence to entice footfall – or is the purpose to generate online sales? Either way, a website is a shop window.

But how much longer does it take to change a product on your website compared to arranging it in the front window display? With Pursuit – from a back-office PC – the digital image, description and price of a hot new item can be uploaded and tempting customers in ten minutes. Pursuit has developed SMARTWEB™ to free retail jewellers from the limitations of inflexible, older generation technology. The speed in which new products can be uploaded and out of stock or discontinued items removed is only one of many advantages. Online sales are recorded automatically, removing the

chore of manual entries. As well as being the perfect solution for websites designed to attract footfall, SMARTWEB™ includes the option of high security online transaction handling.

Efficiency is enhanced by seamless linkage to the Pursuit system's central stock control records, supplier product information, digital image files and real-time product performance reporting facilities (which automatically alert you to emerging new best sellers).

With Pursuit, a dynamic website is like having another shop, but is easier to run – and complements retail shops by attracting footfall.

See SMARTWEB™ in action. Arrange a live online demonstration.

Telephone + 44 (0)1603 236800 or email sales@pursuit.co.uk



The gold standard in jewellery sales and management software

www.Pursuit.co.uk