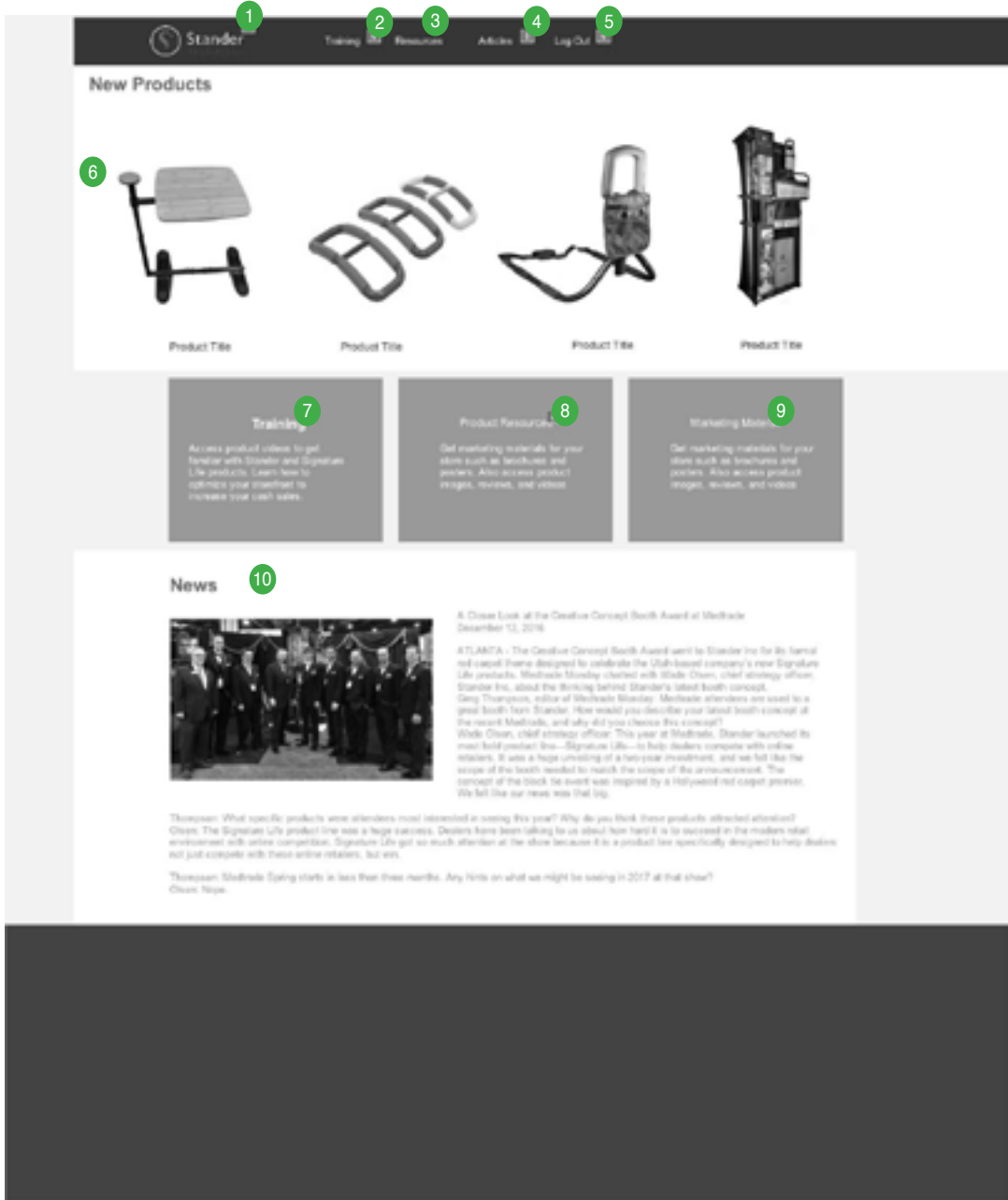


1. This navigation links to Stander Resources Home Page
2. This navigation links to the become a new dealer page
3. This navigation links to the articles page (not logged in navigation)
4. This navigation links to the about us page
5. A user must enter their username and password to log into the site. The dealer log in and sign up to learn more text areas have a fixed position on the screen. (* How difficult is it to create an animation that shrinks these and keeps them at the top of the screen when scrolling?)
6. On the Sign up to Learn more about becoming a dealer form; once the user clicks submit a pop up window will appear confirming their submission. All fields are required on this form.
7. The testimonials will be in a carasel scroller. The text and images will scroll together.
8. The article icons link to the articles page.

Why Become A Dealer Page-1

The screenshot shows a website page titled "Why Become A Dealer". At the top, there is a navigation bar with four items: "HOME" (1), "WHY BECOME A DEALER" (2), "ARTICLES" (3), and "ABOUT" (4). The main content area features a large video player with a play button (5). To the right of the video is a "Dealer Resources Log In" form (6) with fields for "Username*", "Password*", and a "Log In" button. Below the log in form is a "Sign up to Learn More about Becoming a Dealer" form with fields for "Name", "Company", "Email", "Phone", and a "Submit" button. Below the forms are four circular icons representing "100% SATISFACTION GUARANTEE", "90% SELL THROUGH GUARANTEE", "LIFETIME WARRANTY", and "100% ALL RISK GUARANTEE". A paragraph of text follows: "Our products are guaranteed to sell through, or we'll replace it with something that will, so there's no-fuss on your part. And that lifetime guarantee extends to your customers, so you sell Stander products with confidence because you know they are backed by the BEST guarantee in the industry." Below this is a "Free Marketing Material" section with an image of a mountain range and text: "Stander offers free marketing material for our dealers to ensure that you are equipped for success. Choose from posters, brochures, articles, and video DVDs. Stander also has free downloadable images to help you enhance your store including window clings, table toppers, and additional posters. We are committed to supporting our dealers in every way possible." Next is a "Retail Training" section with an image of a mountain range and text: "Having a well trained staff is important to keeping your HME store successful. Stander offers retail best practices training for you and your staff. We also offer training to help you and your staff become experts on Stander's products. With Stander's online training you and your staff can always stay up to date on the latest products & marketing strategies." A callout (7) points to a small image of a person. Below this is a "POP Display" section with an image of five different point-of-purchase displays and text: "With Stander's POP displays you can increase your sales by as much as 300%. Stander offers a variety of displays to help you merchandise the product." A callout (8) points to the first display. At the bottom is a "Testimonials" section with two placeholder images and text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla facilis gubermis vulputate, tate tellus mollis orci, sed faucibus sapien nunc, eget."

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5. A user must enter their username and password to log into the site. The dealer log in and sign up to learn more text areas have a fixed position on the screen. (* How difficult is it to create an animation that shrinks these and keeps them at the top of the screen when scrolling?)
6. On the Sign up to Learn more about becoming a dealer form; once the user clicks submit a pop up window will appear confirming their submission. All fields are required on this form.
7. This is a link to a sample retail training in the articles portion of the website.
8. This is an image slider. The text under the images does not move when scrolling through the images.



1. The stander resources icon links to the logged in home page.
2. Training navigation button links to the training page.
3. Resources link has 2 sub-categories, product resources and marketing material. The user must choose one of those options. The options will appear when mouse hovers over the resources button.
4. Articles navigation takes the user to the logged in articles page. (The navigation is different)
5. The Log out button will log the user out and take them to the main home page.
6. The new product images and text will be linked to their corresponding product resources pages.
7. This will link to the training page.
8. This will link to the product resources page.
9. This will link to the marketing materials page.
10. This is a place for company news. Content in this section should be easy for Stander to change out.

Logged In-Training Page



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4. Articles navigation takes the user to the logged in articles page. (The navigation is different)
5. The Log out button will log the user out and take them to the main home page.
6. Here there will be product training videos. The format is yet to be determined.



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4. Articles navigation takes the user to the logged in articles page. (The navigation is different)
5. The Log out button will log the user out and take them to the main home page.
6. These are tags that the user can click on to sort the product images by room
7. This is a list of all of the products. When a user clicks on a product name it will take them to that product resource page.
8. These are product images sorted by room & best sellers.
9. When a user clicks on an image it will take them to that product resource page.

An alternate version of this page simply has sorting options on the side such as stander, signature life, bathroom, bedroom, living room, daily living, and kitchen. When a user checks these options the correct content will appear in the screen. (Like sorting on amazon) Please provide a quote for this functionality.

The screenshot shows a product page for the 'Security Pole Curve Grab Bar'. The page layout includes a navigation bar at the top with a 'Standar' logo and links for 'Training', 'Resources', 'Articles', and 'Log Out'. Below the navigation bar is a breadcrumb trail: 'Product Resources > TAGS > Bedroom > Bathroom > Daily Living > Automobile > Living Room > Standar > Signature Life'. The main product title is 'Security Pole Curve Grab Bar'. A large image of the product is shown in the center, with a list of product options on the left. Below the main image are three columns of text: 'SPECIFICATIONS', 'DESCRIPTION', and 'FEATURES & BENEFITS'. To the right of the specifications is a 'Go To Training Video' button. Below the text are two rows of product images, labeled 'High Resolution Product Images' and 'Low Resolution Product Images', each with 'View' and 'Download' links. At the bottom of the page, there is a 'Product Reviews' section with several reviews and a 'Demonstration Video' section with a video player and a 'Video Review' section with a video thumbnail.

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6. These are tags that the user can click on to sort the product images by room
7. This is a list of all of the products. When a user clicks on a product name it will take them to that product resource page.
8. These are downloadable pdf's. The user should be able to view the pdf in a pop up window before downloading.
9. This button takes the user to the corresponding product training video.
10. This is an image carousel. The user needs to be able to view the image larger. The user also needs to be able to download each photo individually, or all of the photos.
11. Product reviews will go into this section. (Will this be connected with power reviews?)
12. Here there will be a demonstration video and video reviews. The user should be able to view and download the videos.

Resources- Marketing Materials



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4. Articles navigation takes the user to the logged in articles page. (The navigation is different)
5. The Log out button will log the user out and take them to the main home page.
6. There are 2 tabs in this page. One is for free print marketing material. The other tab is to download print ready versions of marketing material they can take to their local printer.
7. The user should be able to view or download each marketing piece.
8. Marketing material will be divided by brand, Stander and Signature Life.



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4. Articles navigation takes the user to the logged in articles page. (The navigation is different)
5. The Log out button will log the user out and take them to the main home page.
6. These are tags that the user can sort the articles with.
7. When a user clicks on the articles it will take them to that article page.
8. This area will be populated with related Stander articles.

When a user is not logged in this page will feature the log in box and the become a dealer box. When a user is not logged in the navigation will also change.

Stander

[Training](#)
[Resources](#)
[Articles](#)
[Log Out](#)

Articles



Controlling MAP in the Digital Age

Jan. 1, 2017

One of the biggest challenges facing manufacturers is how to maintain price integrity online. Most manufacturers work to enforce a Minimum Advertised Price or MAP. This is the lowest price that can be published for a product, and manufacturers are finding out that managing and controlling MAP pricing is harder than it looks!

1. Sheer Number of Listings
A modern, smart manufacturer can have as many as 100 listings per product on various online retailer sites. If they have 100 products, there are 10,000 separate prices that need to be checked to make sure that an error price doesn't slip in. Large manufacturers have literally millions of instances of their products online.
2. Amazon or Walmart can still use automated web crawlers to discover these lower prices, and will often automatically reduce their pricing to meet or beat that low price. To add additional articles to this problem, some of these listings will pop up on marketplaces selling a single product, and then disappear within hours if it is sold. On one listing for a bedroll, there are 33 other sellers in addition to Amazon. So in that case, there are at least 34 sellers for a single product, on a single website marketplace.
3. It can feel like the old carnival game, wheel-a-rite. Obviously, paying for or developing crawling software is necessary for any manufacturer who is serious about monitoring online prices, but that is just the beginning. It isn't as easy as just finding a violating listing.
4. Anonymity of the Web
So the manufacturer has found a MAP violator, now what? Sorry 3rd party sellers do all that they can to hide their identity. We have discovered fake Facebook profiles, made-up business addresses, phone numbers and even fake web addresses.
5. There is another factor that can come into effect where these 3rd party sellers ship the product and never actually have possession of it.
6. How can you talk to the violator about ending their online price to MAP if you can't find a way to connect with them at all? Sometimes a manufacturer can order a product from a violating listing, then gain the address from the seller, but if the seller puts a false address, it can't be tracked back. Not only that, but it is sold as a 3rd party seller through Amazon, it is Amazon who ships it out, which doesn't help the manufacturer track the seller.
7. Interconnectivity of the Web
Everyone knows that the web is a digital ecosystem connecting computers from all over the world. There are some great benefits from these connections, and some unforeseen side effects. A single MAP violator can spread through the online marketplace like a contagion. For example (this is a real world example) a woman finds a product in the closet of her mother after her mother passes away and lists it on Amazon's marketplace at a "garage sale" price. That listing Amazon's own price to drop on that product automatically, and then Walmart.com's price drops to compete locally, automatically! Some hundreds of listings can be below MAP. Imagine the difficulty of asking website A to increase their price when website B, C, D, Amazon and Walmart all have lower prices? So for days, weeks or even months, this one decision by this one lady can have a negative impact on a manufacturer's attempt to control MAP pricing. Now add the associated liquidation and overstock sale and there can be negative price influences peeping up every day.
8. Knockoffs
One manufacturer found one of their patented products for sale on Amazon for less than the MAP price. After ordering it to investigate, they discovered that it was a cheaply made knock-off made in some factory in China. The materials and craftsmanship were substandard, yet because they had listed it with the brand name, it was listed with the other legitimate sellers, and drove everyone's price down. E-commerce platforms like Amazon are reluctant to drop sellers over at the manufacturer's request. For this particular patent matter, months legal wrangling was required to finally remove the unauthorized knock-off and that was with a patented product!
9. The Wholesaler Consideration
Many manufacturers are required to use wholesale reps to sell their product. Because of the industry they are in, or size of the company, it isn't always feasible or even possible to have a national sales force, and so wholesale reps step in and sell the manufacturer's product along with many other products to brick and mortar stores across the country. For a manufacturer, this can be a big added cost. Technically, the wholesaler is the customer, yet they go on and resell the products to dealers, some of which may have online stores where they sell below MAP. Once the product is sold to the wholesaler, it is difficult to track where that product will end up, and it becomes increasingly difficult to police these dealers. Most repeat violators will source their products through more than one wholesaler, so even if they can be finally identified, that doesn't mean that they can be easily cut off. In this way, the manufacturer can face a no-win situation where the only target for marketers may or may not be at fault. The level of coordination required to truly cut a violating dealer off is difficult to achieve.
10. Professional MAP Violators
There are quite a few companies and individuals out there that have made an art of violating MAP. They buy from multiple sources, create fake fronts online, and drop-ship. Many of them will also create price integrity through shipping prices below MAP after the products hit the shipping cart, or better retail campaigns that offer violating prices to closed groups. While this has less effect on the online ecosystem, it is yet another way that unauthorized sellers make doing legitimate business difficult, and in ways that are nearly untraceable for diligent manufacturers.
11. What Can a Manufacturer Do?
As you can see, controlling MAP is a difficult task. In order to be successful, a manufacturer must first acknowledge that this is a big problem for their dealers, and invest in resources to try to solve the issue. Price monitoring software is available, and manufacturers should have dedicated staff to track down violators. Having clear agreements with dealers and wholesalers so that they know what is expected when it comes to pricing their products is critical. Finally, as a manufacturer, it is important to work with retailers to help them understand that you are on their team. How many dealers know that any person, anywhere in the country could list a product for any price, and suddenly cause months of struggle with pricing online? Not many, and while that education doesn't solve the problem, it might help them have a little with the process. As long as the manufacturer is making a real effort to work with retailers, and control MAP, these are challenges that can be navigated through as the new digital marketplace continues to mature.

TAGS

Best Seller Practices	Compare with Amazon
Controlling MAP	Apply to Your Best

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7



Related Article

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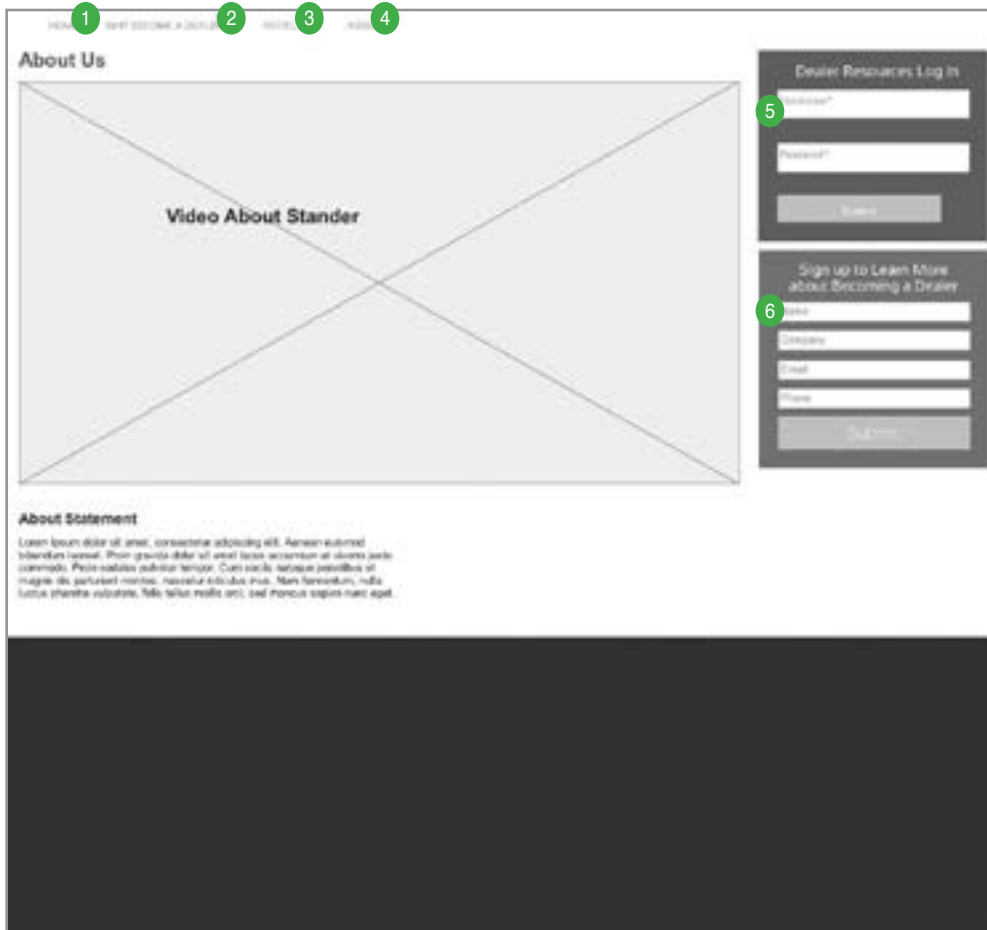
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About Page



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