



Seizing the Mobile Advantage

8 Ways Mobile Tools Can Help Grow Your LBM Business

By now, mobile technology has become an essential part of people's lives. As both shoppers and staff trend more and more toward a younger, digitally savvy demographic—lumber and building materials (LBM) businesses need to take advantage of these tools, or risk losing business to those competitors who do.

Mobile technology brings incredible benefits to LBM enterprises for delivery and dispatch, field sales, the selling floor, and the warehouse. Here are eight examples to show how your LBM business can leverage mobile technologies.

1

Serve customers with the latest information

Using mobile apps in the field or in the aisles helps keep inventory and delivery information up-to-date—helping your outside sales, warehouse, and sales floor staff meet customer inquiries with fast, accurate answers. This also helps optimize decisions in purchasing, stock transfers, delivery scheduling, and other areas that affect customer service.

Mobile tools enable associates to change prices in the aisles, then print and post labels immediately—helping to prevent any customer confusion and keeping margins where they need to be.

2

Serve customers with timely, accurate deliveries

Mobile tools let you track and manage deliveries with greater precision. Because delivery status and inventory are kept up-to-date, delivery planning and manifests are more complete and accurate. Also, mobile tracking tools can document deliveries and pickups with signatures, photos, and simple scanning capabilities to help avoid disputes.

3

Serve customers in the aisles

Armed with mobile tools, associates can instantly answer inventory, pricing, and product questions in the aisles—and can even complete sales transactions. Customers value this level of service, and these kinds of sales often result in higher revenues because they simplify cross-selling.

4

Serve customers in the field

Building materials sales frequently occur at jobsites, and mobile tools can both speed and simplify the process. The staff back at your business location can begin fulfilling new orders right away, with no need for sales reps to phone orders in to the office.

5

Serve customers on their own devices

More and more LBM businesses are offering custom-branded apps that their customers can use—when and where it's convenient—right on their own devices. These apps let customers check the status of orders, deliveries, stock availability, pricing, and a range of other relevant information.

6

Drive revenue with increased efficiency

Mobile tools can help outside sales reps achieve more when they're visiting jobsites and other customer locations because they can instantly retrieve up-to-date information on products, inventories, purchase and sales, orders and other data. This help sales reps put orders together and promise realistic delivery dates. Also, mobile tools help sales reps and floor associates complete tasks more quickly—they can complete more sales calls per day and generate more revenue.

7

Drive revenue with mobile payment apps

Mobile payment collection apps can help keep business relationships strong and moving forward by enabling sales reps to collect deposits and other payments. Keeping credit and payment cycles moving leads to more sales. The same principles apply in the yard and the aisles—mobile tools help associates initiate and complete more sales, more easily, in ways that impress customers. Branded mobile apps now available to LBM dealers are satisfying a growing demand by customers to research and complete purchases—and lead to increased sales.

8

Streamline operations

When outside sales reps or floor staff answer customer questions on inventory, pricing, etc., they can use mobile apps instead of calling and disrupting office staff. With delivery dispatch mobile apps, your staff can make more accurate drive-time calculations. Mobile apps that include image capture can help staff quickly resolve questions that come up later.

Today's LBM staff members rely on mobile technology for everyday needs, and they want to use it at work. When you help simplify the experience for your employees by incorporating mobile tools, they'll be both more efficient and more loyal.

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