



**Oregon Tilth Webinar
20-Mar-2020**

How long has your online sales platform been in use?

- *The Company was founded in 2015.*
- *After 3 years+ of product development, testing and investment the Company has grown steadily since mid-2018.*

How many farmers are you currently working with?

- *We have farmers in all 50 states, and more using us everyday.*

What will it cost my farm to use your platform? What is your fee structure?

- *We have plans for different sized farms, depending on their needs.*
 - *The prices range between \$59-99 monthly.*
- *We have a one-time set up fee (\$299-499) and then a standard subscription model, paid monthly or annually (with a cost savings).*
- *There are NO markups on Farm products, NO % of Farm sales, and NO Buyer service fees.*

I'm ready to start selling products right now. What does it take to get started? Is there a wait because of the current increase in demand for online sales platform services?

- *If you're ready to get started, you can sign up yourself at barn2door.com and get started on your own asap (if you're a DIY'er).*
- *Or you can contact us and we'll connect you with someone to walk through signup and schedule your Orientation call.*
- *Either way, you'll get a dedicated Onboarding manager, who will work with your Farm to ensure you implement best practice when configuring your store, inventory, packaging and fulfillment options.*
- *We focus initially on getting your Farm's store up asap, and then focus on ensuring your store is configured on all channels (web, mobile, social, email and newsletters).*

How will your online sales platform integrate with my current website?

- *We can put a shopping experience behind your current website, or build out a beautiful new custom website (whatever the Farmer's preference).*
- *In any case, it is critical to have a mobile responsive website, and a store that is integrated on social, email and newsletters.*
- *We see 65% of sales are completed through mobile & social combined. The remaining 35% are evenly split across web, email and newsletters.*
- *In ALL cases, you must ensure buyers can shop as a Guest, or you'll lose % of your sales.*



What is the process for entering the products that I have to sell?

- Customers can bulk upload their own inventory via spreadsheet.
- We can also assist in uploading your inventory, or guide you through the process.
- Stock photos are provided free of charge, or a customer can upload their product photos.

How do I update my product list and pricing?

- All product inventory is live and updates in real-time.
- A Farmer can update their inventory or pricing any time online.
- Barn2Door supports three (3) price lists: retail, wholesale or private groups.

Will I be able to set inventory limits so that I don't oversell products?

- Yes. Since the inventory is real-time, you can't oversell any product numbers you set.
- If products spoil or go bad, you can easily refund/partially refund customers right in the platform as well.

How does the customer interface work? Is your platform easy to use on a Smartphone?

- Farmers can log in to their Barn2Door seller account on their phones or computers.
- Barn2Door is mobile responsive and key elements work easily on your smartphone.
- All Farms have access to live Chat! support right in your account, staffed 40h a week at no extra cost to assist you.

How do customers pay for products?

- Customers can pay with credit or debit cards, cash or check on delivery or by invoice.

Are credit and debit card fees charged to customers?

- There's a standard cc processing fee (2.9% + \$0.30 per transaction).
- Farms pay the fees, but you can offer your customers the option to cover fees for you (which we've seen great adoption on!).

Can customers pay by check or cash on delivery?

- Yes, customers can pay COD (if permitted by the Farmer in their account settings).
- Note, many Farmers choose to turn COD off, to ensure advance prepayment for all Farm products (we see 80% of all payments are credit).

Can customers pay with EBT?

- No. Unfortunately, EBT is not standardized nationally, so we do not offer (yet) on a state-by-state basis.

Is there a way for me to offer customers discounts, coupons, and promotions?

- Yes, Barn2Door offers robust promo code capabilities.
- Promotion codes can be offered by \$ or %, limited to first orders, specific products, certain customer groups, or for a limited date or duration.

How long does it take for customer payments to deposit into my farm's bank account?

- *Credit and debit card payments are deposited directly into a Farmers bank account within 1-2 business days. You don't have to think or worry about it.*

How is sales tax handled on your platform?

- *We offer a free integration with TaxJar to manage different tax codes and regulations.*
- *Farms can create a TaxJar account (there is a subscription fee associated, on their side) and then the tax will be automatically calculated at checkout.*

Is it possible to integrate your platform with my accounting software?

- *We integrate with Quickbooks by supporting direct batch deposits posted directly via your bank feed. That way, you're keeping your individual order details in one place (Barn2Door) and while keeping your general ledger (Quickbooks) up to date.*

Is it possible to create pack lists directly from your sales platform? How about labels?

- *Yes, farms can generate a complete "Pick List" of all the inventory ordered for any given day, and then a separate "Pack List" of who ordered what, their delivery location and all their customer details.*
- *The Pack List also automatically generates and downloads printable, branded receipts for each order, which are great for labeling and sorting orders for pickup or delivery.*
- *For shipping labels, our system allows farmers to choose shipping providers, rates and generate labels, and automatically sends tracking numbers for you and the customer.*

Does your platform offer any suggestions for delivery routes based on orders?

- *Farmers can limit their delivery options by zip code. However, we don't offer route optimization (yet) for delivery.*

What kind of IT support does your company provide?

- *We have a large support team dedicated to serving farmers, available 40 hours a week at no extra cost - by phone, email or Chat.*
- *Farmers are supported by an onboarding manager, so they have a named person to answer any questions.*
- *We also have an on-demand library of video resources and a knowledge base.*

How is my farm's sales data used and/or shared?

- *Data is securely stored on AWS and is owned by the Farmer.*
- *No personally identifiable information (PII) is sold, distributed or shared with anyone.*
- *We're very passionate about Farmers owning their own customer relationships, and that includes their data.*

What happens to my farm's sales data if I stop using your platform?

- *Farmers have access to ALL their data with the click-of-a-button via a CSV download.*
- *If a Farmer were to stop working with Barn2Door for any reason, we will not constrain or limit access to download all of their own data.*

What other features does your platform offer that I should know about?

- *Subscriptions. We offer the ability for Farmers to offer subscriptions to any of their products, which drives more consistent and regular sales.*
- *Aggregated Shipping rates. We offer up to 45% in aggregated discounts across FedEx, UPS and USPS across all of our Farmers.*