



## CONVERSION PROGRAM

**When you choose Orgill as your supplier, they make converting as easy as possible.**

# A Smooth Transition

**An experienced Orgill retail development manager will guide you through the process.**

“We didn’t feel the need to be the same as other stores when we know what works for us in our own small town. With Orgill, we get independence. Customer service is a huge part of our business and grows relationships. Now, we get that same one-on-one service from Orgill, which we were lacking in the past.”

**Pete Klingbeil**  
Klingbeil Lumber Co.  
Medford, Wisconsin



## **Taking the First Steps**

Once you decide to utilize Orgill as your primary supplier, Orgill's conversion staff will begin working with you to seamlessly make the change to your new distributor.

Orgill's retail development managers have tackled thousands of conversions and have developed a system that ensures making the switch to Orgill is as easy as possible.

They are armed with extensive computer databases to compare items that are stocked by co-ops and distributors with Orgill-equivalent products.

## **Updating Your Systems**

Orgill works with you and your POS provider to extract inventory information. This lays the foundation for a quality conversion.

Once it's extracted, this file will be cross-matched to Orgill's inventory to provide a foundation for inventory analysis, including retaining sales history, identifying slow-performing SKUs and missing categories.

Then, Orgill will share the results and go-forward recommendations with you. This includes any Smart Start recommendations that aid the conversion



“Orgill is a great company to work with. They help us save money and have stronger margins. They’re quick to respond if an issue comes up, and we really appreciate that.”

**Kelly Armstrong**  
Cook’s Home Center  
Española, New Mexico

process. Smart Start is Orgill’s vendor lift program that can help change your assortments to Orgill warehouse-backed brands, and offers you a chance to refresh the different categories in your store. Its implementation can be executed at a fraction of the cost of ordering new assortments.

Orgill will help review your go-forward retail pricing strategy, which includes a look at your retail margins and ensuring you are priced correctly for your specific market. Once the audit is completed, Orgill staff will coordinate between you and your POS company to have the new file uploaded for conversion.

### Setting the Store

The next step is for Orgill’s retail development manager to contact you to set a date for the physical conversion. This process includes confirming your POS system has all updated information for bin labeling and merchandising the new Smart Start assortments. The entire process can be completed in one week, minimizing the impact to the retailer’s regular business.



Orgill’s extensive item cross-reference databases make it easy to update your inventory with their products.



## A New Start

**While some may see the conversion process as a challenge, Orgill views it as an opportunity.**

“Since we converted to Orgill, we have access to all the hardlines products our customers need. We’ve dealt with other distributors in the past, but after working with Orgill, I can say their representation in the field is second to none.”

**Kevin Dussault**  
Big Creek Lumber,  
Davenport, California



Let Orgill show you how converting can be the best decision you will ever make for your business.



Orgill’s conversion process allows you to audit your inventory, providing a closer look at your business’s sales performance, category breadth and retail pricing. Orgill offers many programs to analyze these different facets of your business:

- **Smart Start** – This program integrates your store with warehouse-backed inventory at a reduced expense, helping eliminate existing slow-selling product.
- **Hardware 101** – This program helps ensure you’re stocking core products within assortments that are required for consumers to consider your store a “viable option” within a particular category.
- **Market Specific Pricing** – This program uses aggressive variable pricing to maximize margins and help you establish a competitive price position in your market.
- **Store signage and decor packages** – Orgill offers complete store merchandising resources, including fixtures, signage and decor packages customizable to your store.
- **Impulse sales opportunities** – From dump bins and stack-outs to clip strips and counter merchandisers, Orgill has programs for every area of your store.

For more information about how Orgill can help you through the conversion process, call **Mark Scheer** at **800-347-2860, ext. 5379**.