



Salesperson Advantage: Working the Website with Your Customers

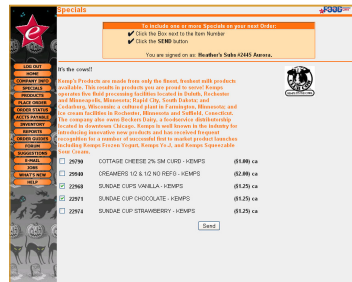
A Salesperson will find that utilizing the features of their eFoodUSA-powered website, taking advantage of the options in the Distributor Maintenance section, and using the tools and downloads in the Client Resources section at www.efoodusa.com, will maximize his or her job experience.

First, within an eFoodUSA-powered site, itself, there are many features that assist a salesperson's efficiency. Product Search allows customers to browse available items at their convenience, whether it be morning, noon or night, with product details, photos and more!*

Featured Vendors and Specials further highlight new products, deals and incentives for the operators to take advantage of.

With 24/7 availability, Place Order allows operators to place their own orders whenever it's needed. This frees up a salesperson's time when visiting customers so that they can focus on being a business consultant instead of just an order-taker.

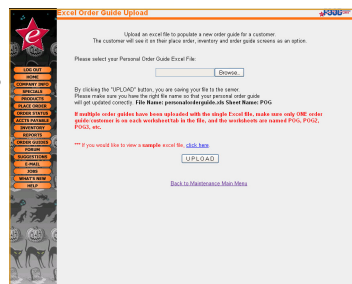
A salesperson can further help his or her customers set up Order Guides, Standing



Specials Section



Copy Customer Order Guide in the Distributor Maintenance



Upload Excel® Order Guide in the Distributor Maintenance

Orders and Par Levels for fast and easy repeat ordering.

In the maintenance section, a Distributor's Sales Team has quite a few options to assist their customers. Customer forget their password? No need to dig through files or contact the

computer department, simply look up the password in the Online Distributor Maintenance via the Password Lookup

option. Working with a chain account that wants to use identical Order Guides other than the assigned Corporate Order Guide? A salesperson has two options via the Distributor Maintenance: create the order guide one time through the web interface of a user account, and use the maintenance option to copy the order guide to one or more customers; or, create the order guide in an Excel® file and upload it to one or more customers through the Upload option in the Maintenance section.

Sales personnel can keep track of their sales by viewing daily and weekly orders reports through the Maintenance section. As mentioned in the previous Quarterly Newsletter, the Maintenance Admin can assign specific customers to

(Continued on page 2)

In The News:

- *eFoodUSA attended the UniPro Foodservice Fall Purchasing Conference in Washington DC on September 7-10, 2008.*
- *Visit us online at www.efoodusa.com for Client Resources, past Quarterly Newsletters and more!*

Inside this issue:

Feature Focus:	2
Deleted Customers and Items Archives	
Tech Corner:	3
Spelling Check Poem	
Additional Search Within an Order Guide	3
From the President's Desk	3-4



Feature Focus: Deleted Customers & Items Archives

As we all know, products are ever-changing and customers come and go. Therefore, in order to provide accurate data for website features, such as sales history reports, we must maintain the past data as well as the present data.

When a customer account is flagged for deletion on a Distributor's Customer Master File, that customer, along with its associated sales history and company information is preserved in the database. This is especially important if the account was part of a chain. With stored customer information, the Chain Administrator will be able to create accurate sales history reports during a time-frame that included sales to the deleted customer. Also, this preservation of data allows for an easy customer setup for the distributor, should that customer return.

A list of the most recent customers deleted can be found in the Distributor Maintenance section. A complete list of deleted customers can be shown by clicking the link at the end of the "most recent" list. The customer number, name, Chain ID, Multiple Unit number and the deletion date are shown for each account.

Similarly, details for items removed from the Distributor's Item Master are stored in the database. When an item on

an Order Guide has been discontinued, it will identify that item with bold red text, and show the preserved item description in blue. Also, customer reports will continue to show the discontinued item's description and details for accurate sales history. Before an item is flagged for deletion, a helpful tip is to add the substitution item number to the item description. Then, this information is not only archived, but it is also displayed for operators as they update their order guides and replace discontinued products.

A list of the most recently deleted items can be found in the Distributor Maintenance section under the same option with the deleted customers. A complete list of deleted items will be displayed by clicking the link at the bottom of the "most recent" list. The item number, description, UOM, MFG number, UPC, pack size and deletion date are shown for each item.

The information for both deleted customers and deleted items will be preserved as long as needed for the website features. As a standard, all web data is stored for 13 months. It is recommended to utilize the Export to Excel® feature to keep records, such as Inventories, for a longer period of time.

Archived Customers				
Customer	Name	Chain ID	Multi-Unit	Deleted Date
19776	TANQUETA HIGH SCHOOL			06/01/2006
8660	WILMINGTON CITY SCHOOLS			05/01/2006
75128	TRIOULTS ISLAND LODGE			05/07/2006
8262	HAPPY HILLMAN TAVERN			05/07/2006
84288	STEEL HORSE CAFE			05/07/2006
8268	"OLD MAN" SUPPER CLUB			05/07/2006
25524	"COUNTRY INN / PIGEONEL			05/07/2006
89220	NORTHERN LAKES CO-OP			05/07/2006
79596	THE CREST BAKERY			05/06/2006
88463	WATERLEY'S NEW FRONTIER			05/06/2006
8460	WHEATLAND FRODOZER			05/04/2006
14600	"BARON" HIGH SCHOOL			05/04/2006
2000	"ELEANOR" HIGH SCHOOL			05/04/2006
34000	"ELLEN" HIGH SCHOOL			05/04/2006
3007	"DODGE" CORNHORN	3245		05/03/2006
19541	"HESLOW" CORNER COUNTRY			05/02/2006
89462	"JOB" CIGAR'S			05/02/2006
79156	"NEWBORN" SCHOOL DISTRICT			04/19/2006
20000	"NINETEEN" SCHOOLS			04/19/2006
12096	"WATERLOO" LEONARD BOYD			04/19/2006
14366	"SP" PINE'S			04/19/2006
19580	"SANDY" COUNTRY INN			04/19/2006
19593	"CAMERON" HIGH SCHOOL **			04/19/2006
36220	"TELMWOOD" AREA SCHOOLS			04/19/2006
8628	"MCHREE" WAREHOUSE			04/19/2006

Archived Customers

Archived Items								
Item	Description	UOM	Full UOM	Each	MFG	UPC Code	Item Size	Deleted Date
86752	oregano rice cereal	CA			000000	000710291520	1213 12	06/15/2007
86752	oregano rice cereal	CA			000000	000710291520	1213 12	06/15/2007
86430	TOILET PAPER 5002 FLY - S&A	CA			000000	000000000000	96500	06/15/2006
86580	NEW PAK SIZE #200 - BELET	CA			000000	000000000000	200CT	06/15/2006
89136	CHOCOLATE MARQUEE HERSEY - HOWLT	CA			000000	000000000000	16CT	06/15/2006
21475	JUICE TOMATO JUICE NINEFLO OTC485	CA			000000	004800001	484Z	06/15/2006
7206	SPRING WATER 16.9 OZ	CA			0000000000	000000000000	484Z	06/15/2006
74470	DRINKING WATER - NATURE	CA			000000	000000000000	05GAL	06/09/2006
34475	COCKEN LOW "SPECIAL OREO" BERRIS	CA			000000	000000000000	0548	06/09/2006
23380	CHOC BICOT WHOLE GEN STRP - BERRIS	CA			0000000000	000000000000	0548	06/09/2006
2485	TORRELLA 17 USE 42ND - BERRIS	CA			000000	000000000000	120CAT	06/09/2006
86930	PIZZA CRUST 16IN PARCHD 9" - BRYLOT	CA			000000	000000000000	30CT	06/09/2006
26485	NEW PAK SIZE USE 36415 - CA	CA			000000	000000000000	1441 4	06/09/2006
77100	PEARS PUREED 303	CA			000000	000000000000	1215Z	06/09/2006
77100	PEARS PUREED - PUREED	CA			000000	000000000000	1214 75	06/09/2006
77110	PEARS - PUREED - HENZ	CA			000000	000000000000	1214 75	06/09/2006
77115	PEARS - PUREED - HENZ	CA			000000	000000000000	1214 75	06/09/2006
77120	PEARS - PUREED - HENZ	CA			000000	000000000000	1215Z	06/09/2006
77130	VEG PUREED IN VIAL BROTHER	CA			000000	000000000000	1215Z	06/09/2006
74850	TANJANI OZ - 8 PK - DASANI	EA			000000	000490002978	6240Z	06/07/2006
46070	COO FISH FRN 1.35Z - ICE LIND	CA			000000	000730360660	10W	06/07/2006
12190	ORANGE JUICE 1.0Z 200PK - OTC485	CA			000000	000000000000	064Z	06/05/2006
80920	BRANDY TOP OH CC 10Z FRZ - FISHOUT	CA			0000000000	000000000000	1640Z	06/05/2006

Archived Items

Salesperson Advantage: Working the Website with Your Customers (...continued from Page 1)

specific maintenance accounts so that reports for that user, as well as other maintenance options, are salesperson account-specific. In addition, deleted customers and discontinued items are archived (see this issue's Feature Focus) keeping these reports accurate as changes occur.

Also, the Client Resources section at www.efoodusa.com has many tools to assist the salesperson and the customer get familiarized with the eFoodUSA-powered website. This section provides

Client Resources Section

customizable flyers that will introduce the features of your website to the customer using your company logo and information. Other brochures, flyers and manuals are also available for download, as well as an interactive demo available to copy and burn on a CD for your customer. Further information is also available for customizing the Demo CD for your customers. Please contact us at info@efoodusa.com for your client resources password today!

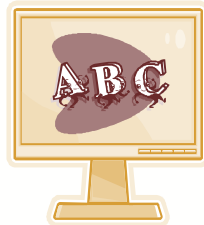
*Want more product information for your items? Call us at 847-888-3202 and ask about our



Tech Corner: Spelling Check Poem

Eye halve a spelling chequer
It came with my pea sea
It plainly marques four my revue
Miss steaks eye kin knot sea.

Eye strike a key and type a word
And weight four it two say
Weather eye am wrong oar write
It shows me strait a weighh.



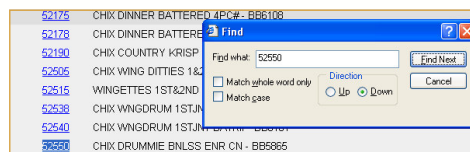
As soon as a mist ache is maid
It nose bee fore two long
And eye can put the error rite
Its rare lea ever wrong.

Eye have run this poem threw it
I am shore your pleased two no
Its letter perfect awl the weigh
My chequer tolled me sew.

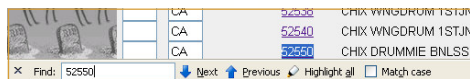
Additional Search Within an Order Guide

When using an Order Guide in the Place Order section on an eFoodUSA-powered website, there are category links to skip to each section. However, if you are looking for a specific item number or description within a large category or possibly you have forgotten which category it was in, both Internet Explorer and Mozilla Firefox browsers have built-in search tools to assist in finding your item.

First, make sure you display all items when choosing your order guide for the Place Order or Inventory sections by selecting "ALL" in the drop down menu for the "Number of Items to Show?" option.



Internet Explorer



Mozilla Firefox

For either browser, click Edit on the top toolbar, and select the option "Find (on This Page)" (IE) or "Find" (Firefox). The keyboard shortcut Ctrl + F may also be used. For IE, a small window will appear in which you may type in an item number or keyword (s) to search. As you click the Find Next button, each match will be highlighted on your page. For Firefox, a new toolbar will appear at the bottom of your browser window with a search field to type your item number or keyword(s). As you type your search criteria, matches will be highlighted on your page. To scroll through the matches, click the Next and Previous buttons.

From the President's Desk By: Jim Whetstone

Welcome to my corner of the newsletter! Thank you for taking the time to read our publication. Last issue I mentioned a reminder to all of you to pass along any ideas or suggestions that you might have for the site, and I appreciate your responses. We are working feverishly on features to add to the site and we have always based the feature-set on distributor and operator suggestions. We have many ideas on the "list". Some ideas are our own, but the most important ones come from all of you. Thank you again. Some items are already being tested and we are prioritizing the rest of the ideas for possible enhancements. Be sure to let us know your preferences.

I want to remind you all about the iPhone site we covered last issue. We have tweaked it even further to make it even more compatible with other mobile browsers besides the

iPhone. It is truly a thing of beauty for the iPhone and even better now for the other browsers we have adapted it for. We think we have compatibility for a good cross-section of the other browsers, but the highest concentration of Mobile browsers is already the iPhone. Apple continues to exceed projections, with almost 7 million new iPhone sales alone in this quarter, so it will only increase from here. Remember that you can add this auxiliary site to your existing site for a one time implementation fee and nothing after that. It is like getting two sites from here on out.

Last month we talked about the efficiency that the site can provide a distributor and their sales staff, by optimizing their route and customer contacts with customers that

(Continued on page 4)



107 East Highland Avenue
Elgin, IL 60120

Phone: 847-888-3202

Fax: 847-888-3292

E-mail: info@efoodusa.com

Visit us on the Web!
www.efoodusa.com

Evolving
e-Commerce
for the
Foodservice
Industry



From the President's Desk

By: **Jim Whetstone**

(...continued from page 3)

utilize the site. I am hearing that more distributors are looking at that and I think that's great. We have covered more efficient tools for the Account executive on the road in last month's newsletter and even more elsewhere in this edition. We are also exploring what we can add for the future and as always your suggestions are encouraged.

It appears that the efficiency bug is catching on with the operator customer, as the economy makes everyone take a look at how they can be more efficient, we are seeing an increase in not only using the inventory tool on the website, but building on that with the par-level ordering capabilities. As one operator explained to me, he gets the advantage of two business-enhancing tools by doing one operation. He gets a handle on his "on-hand" dollars with the inventory and then automatically creates the necessary order from the

"...the efficiency bug is catching on with the operator customer, as the economy makes everyone take a look at how they can be more efficient..."

par-levels he sets-up. As he mentioned, he has had to adjust staffing levels, and once he had done the prep work, he saves time every week and gets a better handle on his business at the same time. A real win-win!

Par-level and inventory management are tools that were suggested by our chain customer demographic, but obviously, the "independent operator" is now starting to see the value in it, as much as the chain customer. Imagine how much more efficient and "GREEN" it would be to do the inventory on the iPhone or its non-phone twin the iPod Touch, instead of printing out the count sheets to walk around the store room with! Since we started developing the iPhone capabilities, I personally can vouch for how nice the iPod Touch works if you do not need a new phone and its rate plan.

Hopefully, you can imagine how blending efficient new website tools with time-tested business concepts can help everyone, including you, in our ever-evolving economy. As always your ideas, stories and suggestions are welcomed and appreciated!