



COMBAT

COMPETITIVE BIDDING

How To Harness the Power of ROBO Shopping to Capture Cash Sales



Presented by ARI Network Services, Inc.

The National Rollout of Competitive Bidding is set to take effect on January 1

As evidenced by Rounds 1 and 2, Competitive Bidding will continue to negatively impact the profitability of providers like you – providers operating under Competitive Bidding have seen their Medicare reimbursements decrease by as much as 45%.

While the industry is galvanizing to encourage Congressional action to ease the impacts of Competitive Bidding, the looming Jan. 1 rollout date for Round 3 is nearly upon us.

This begs the question: What have you done to combat the strain Competitive Bidding has or will have on your bottom line?

One clear solution: more cash sales.

But how do you build your cash business? **Enter ROBO shopping.**



WHAT IS

ROBO

SHOPPING?

Research

Online

Buy

Offline

This guide is designed to show you how you can get the most out of your online presence to drive ROBO shoppers to your store - building your cash business and combating competitive bidding.

Skeptical that your target customers are shopping online? Consider these facts:

- Adults 50 and older represent the largest and fastest-growing constituency on the Web
- 10,000 baby boomers turn 65 every day
- 82% of baby boomers and seniors use the Internet to research health and wellness information
- Baby boomers spend an average of 27 hours per week online
- 42% of baby boomers use a mobile device daily – and growing!



BOTTOM LINE

If those users can't find you online, chances are slim they'll be visiting your store. According to GE Capital Retail research, **8 out of 10 customers** research a local store online before making a purchase in-store.

Simply having a website isn't enough.

Now that we know that over 80% of your customers research online before ever buying in your store, we need to ensure that when they get to your website they actually find what they are looking for – if they don't, they will go somewhere else to buy.

The most popular way for consumers to find the products you sell is by using a site search bar. According to a Google study from cyber Monday in 2012, 77% of consumers preferred to use a site search bar first to find what they are looking for. Why? Well, companies like Google, Amazon and eBay have engrained this consumer behavior over the past 10 years.

ARI tracks how people use our customers' sites, and the site search bar is the most popular feature used on all of our sites. It even beats out the home page views as people can use the site search bar on any page within the website.



Not all search is created equal.

But your site's search bar is only as good as the functionality and content behind it. When someone types "scooter" into your search bar, they should receive a list of products related to scooters and then have the ability to further refine those results down by price, type, brand and sale, allowing them to easily find exactly what they are looking for.

Think of the site search bar as an extension of your sales team. When someone walks into your brick-and-mortar store, a salesperson greets them and asks "how can I help you today?" Based on the answer, your salesperson is able to guide them to the area of your store that has those products displayed. While walking that direction, the salesperson asks qualifying questions so they can refine the products they present to the customer to the best possible matches.

Does your website offer that same level of service? If you don't have a search bar, don't deliver relevant results and don't offer the tools shoppers expect to refine their search results, your potential customers will most likely get frustrated and go to another website to do their research.



How else do people shop on provider websites?





- ✓ **Product Type or Category** – Your site needs to allow shoppers to use the main navigation to find the product categories you sell. Whether the shopper is looking for wheelchairs, daily living aids or scooters, your site needs to display all of the categories for the products you offer or they will assume you don't!
- ✓ **Brand** – Many customers search sites by the brand of the product they are looking for. Developing your site with recognizable brand logos on your home page helps direct brand-loyal shoppers to the products they need.
- ✓ **Featured Products** – Consumers want to know what's new, and your website needs to highlight your newest and top recommended products prominently on your home page.
- ✓ **In-Store Promotions** – Your customers like savings, and will do their research to find good deals. Your website needs to have products on sale to grab that attention and direct people to take action.

Does your website accommodate all the ways people like to shop online?



The Four Goals of a Website

If your site isn't optimized to create a user-friendly shopping experience, it's time to re-evaluate your web presence with an eye on these four key areas:

-  **Branding**
-  **Complete and Accurate Data**
-  **Communication**
-  **Transactions**

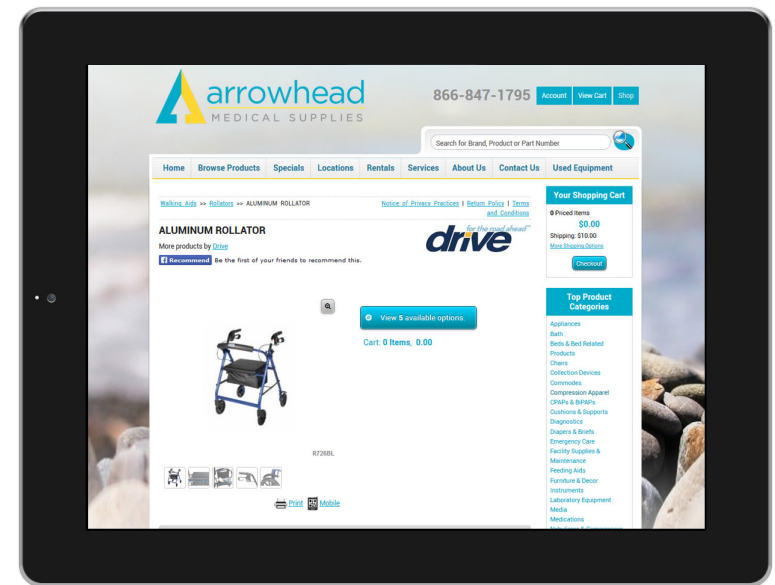
Branding

When your customers first get to your website, you have 10 seconds to give them the assurance they are in the right place. Use the same logo and colors that you do on the signage at your physical location to let shoppers know that they've found your digital home. If your site doesn't follow your branding, they may now think they're in the wrong place and leave.



Complete and Accurate Data

If a product isn't listed on your website, shoppers are going to assume it doesn't exist in your store. In addition, it's critical that you provide ample details about each of your products and services, so that shoppers can make an educated decision to either request more information, place the item in an online shopping cart (more about that in just a few pages) or confidently come to your store to buy.



Communication

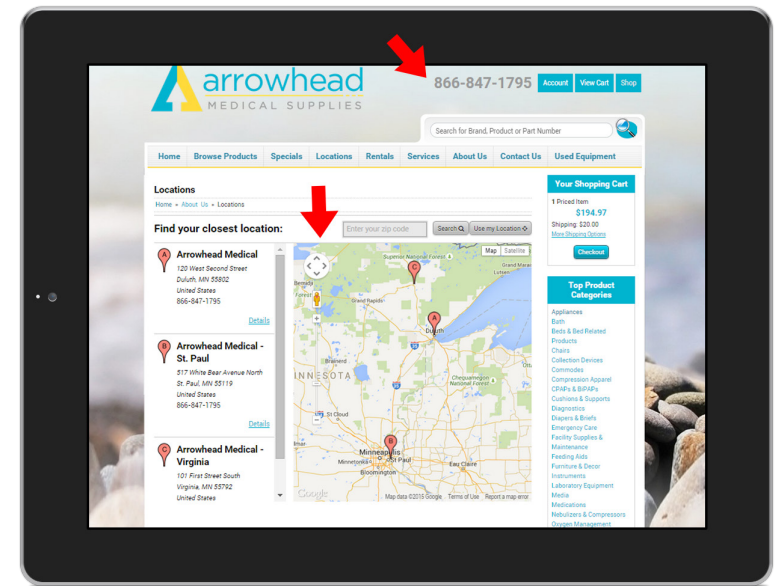
Your site needs to have all the tools necessary to allow your customers to communicate with you:

Address info: Make it easy for visitors to find you by adding your address information to the footer of every page, and offer an easy-to-click link for mobile shoppers to get driving directions.

Phone number: Your phone number should be prominently displayed in the header of your website. It should feature “click to call” functionality, adding ease for mobile users.

Contact form: Forms need to be easily accessible on your site, and on every product and service page.

Allowing your customers to communicate with you every step of the way will bring you to the 4th and final goal ...



Transactions

Meeting the above three goals will allow your customers to take the most vital step and complete the transaction with you. Whether that happens over the phone, in your store or online, it doesn't matter— getting your customers to that point does! Most of the items you sell will still be purchased inside your store, as your customers need to be educated on what they should buy. They want to talk to a professional, YOU, to help them make the right decision.





ARE YOU

ROBO

READY?

As you've learned in this guide, your store's online presence needs to display everything you sell, and it has to be simple for your site visitors to find what they're looking for – whether it's a product or simply your address. Take a hard look at your site to see if it can perform to the standard your customers need in today's digital world.

This guide has covered the fundamentals of what it takes to build an online destination, but these basics are just one element of what it takes to compete online and ultimately drive more cash sales to combat Competitive Bidding.

Turn the page for more educational resources that will help you Sell More Stuff!™

On-Demand Webinars

Boost Your Website's SEO Ranking

According to Search Engine Journal, 93% of online experiences begin with a search engine. And, 75% of users never scroll beyond the first page of results. Is it difficult for prospective buyers to find your website using a search engine? If so, you're losing leads and sales to providers who have optimized their content for search. In this session, you'll learn new, actionable SEO techniques and strategies that will help your website be found by search engines and, ultimately, by buyers.

[View Recording](#)

PPC Ins, Outs & Best Practices

The competition for visibility in search results is intense, which is all the more reason why you need to stake your claim as a presence to be reckoned with online. Combined with search engine optimization, pay-per-click (PPC) can earn your business more real estate on the results page and, as a result, drive more qualified leads to your website and brick-and-mortar store. View this session to learn how to reach your target audience and boost your ad performance by selecting the right keywords and creating lead-generating ads. Achieve ROI with any budget — big or small.

[View Recording](#)

Wake-Up Call. It's Time to Go Mobile.

Nearly 50% of consumers say they won't return to a website if it doesn't load properly on their mobile device, and more than 50% of all mobile searches lead to a purchase. Are you ready to go mobile and reach the 143 million smartphone users in the U.S.? This session will show you how to provide shoppers a mobile-friendly user experience, optimize your website content to rank higher in mobile search results and drive qualified prospects to your website and brick-and-mortar store.

[View Recording](#)



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