

WSI helps small e-Commerce website dramatically increase sales

PiecesOfVermont.com ([POVT](#)) is a small e-Commerce website that offers Vermont maple syrup products, gift baskets, wedding candy favors, wooden bowls and other woodenware, as well as stoneware pottery and wooden NameTrain® toys. The site, which has a unique mix of five Vermont merchants, is owned and operated by RES eCom, Inc. and has been serving customers since 1999.

The challenge: How to increase sales and decrease costs

[POVT](#) founder and principal developer Rick Smith was faced with a difficult challenge, how to increase sales and reduce costs, and save precious time in the process, all within a small budget.

“As any web developer knows, time management is critical. There are only so many hours in the day and when you’re wearing many hats, you need to make certain that whatever projects you assume, they yield a quantifiable ROI. That requires being able to really look at the numbers. We needed an order entry database for that, but one that was within our budget yet could help us make better merchandizing decisions. After doing some digging online, we were fortunate enough to click on a [Google Adwords](#) link for [Winning Solutions, Inc.](#) (WSI),” says Rick.

The solution: A powerful order entry database, on a small budget

RES eCom worked with [WSI's](#) experienced Microsoft Access design team over the course of a month and half to design a custom MS Access database that could be used to analyze sales from the past 2005 holiday season to present, allowing POVT's small staff to make smarter decisions concerning what was actually selling, what was not, where the most profit was, and how to adjust the website accordingly.

“The team at WSI was extremely helpful. They took the time to understand what we wanted. Entering in all the orders was the most time-consuming part, but once those orders were in and we were able to run reports that WSI worked with us to develop, we now had information that was both shocking and empowering,” says Rick.

Next RES eCom was able to eliminate about 35% of the website's content and product mix. The website was then redesigned, positioning products on the home page that the database numbers revealed as both best-sellers and/or most profitable. Links from the home page were placed to redesigned and reorganized product thumbnail pages.

The results: Sales nearly triple!

“The results have been amazing! Thanks to WSI and the MS Access database they developed, we’ve been about to really improve our merchandizing. We removed the clutter – webpages and products that weren’t selling – and focused our resources on those that were. We also made the website much more manageable in the process, removing nearly 35% of the content. This was a risky decision for us, because our website relies heavily on organic search, but the result was a richer “boiled down” website which I think Google appreciates because our traffic didn’t drop off, yet our sales nearly tripled from June/July 2005 over this year. We now have the tools we need,” says Rick.

[Winning Solutions, Inc.](#) was able to provide this database on time and on budget. As RES eCom staff thought of ways to improve the database the team at WSI was able to make the changes. Now the RES eCom team has the benefits of owning an Access database including source code that meets their specific needs. The company has the ability to do their own modifications to the database if they wish or even work with another vendor if they can find a firm that can do a better job than WSI. WSI retained no ownership in the work it performed for RES eCom, which is a standard policy at Winning Solutions, Inc. WSI believes in earning its customers repeat business, not holding them hostage through intricate software license agreements.

For more information about [PiecesOfVermont.com](#) (POVT), visit the website or email <mailto:contact@piecesofvermont.com>

About Winning Solutions, Inc.: It was founded in 1996 to develop custom designed tools for businesses that allowed them to run their business their way. Winning Solutions, Inc., decided to focus its efforts on a small new start-up in the database world that showed a lot of promise, Microsoft Access. As Access grew in popularity so did WSI. WSI expanded its skills into other platforms and programming environments including Microsoft SQL Server, Visual Basic .NET, C#, ColdFusion, ASP, MySQL, Adobe Flash and others. If you would like more information on Winning Solutions, Inc. please [click here](#).