Meeting with Adilas For Business (AFB) – 2/8/17

Steve, Chris, Russell, Brandon, Shari O.

* Small tech talk on build and hold recipes vs. build and sell recipes. Sometime people do an internal build PO vs. using an existing recipe. They both exist, it depends on how standard the build is. Steve is recommending that they contact Shannon.
* Chris’s vision on sub inventory… he really wants to use it on the web. He has some set attributes such as colors and sizes. Chris wants to know why we don’t have that logic exposed out to the web yet (ecommerce and the api level).
  + They don’t want to make new parent items for each piece of clothes… they want one parent inventory item with subs (child) and then have different sizes and colors for that.
  + We do have a conversion from parent to child inside the system. This will help but still doesn’t solve all of the size and color stuff.
* Chris would love to see his parent item… and then all of the sub choices displayed underneath. He is imagining a matrix of sort… sizes across the top and colors going down… That way people could see what was available.
* Deli style stuff… and pricing tiers
* We could add the selection options to the web… and then record the values in the description… for example: say we have the batman shirt… They select pink and XS. We then add that to the description… It would then say: 1 batman shirt – pink – XS. Then later on when the person is filling the order, they flip it to the correct sub inventory option based off of the line item description.
* Russell – display the sub inventory with options or display parent inventory and then somewhat hide some of the extras for the person who fulfills the order. I really like the double option. This could be both at a category level and at a per item level.
* We have a growing need for sub categories for items. This deals with reports and visual displays.

New subject…

* Chris and the AFB team has a number of things going on… they are spreading out.
* We are seeing a need or potential need for putting servers in different locations. This could be onsite, new data farms, or local to a specific region.
* AFB would like to do packages… mini, small, med, large, x-large, custom…
* Make the on-boarding as easy as possible. We need more automation and less babysitting. This could be ecommerce, training, industry specific stuff, and the cost model.
* They are meeting light resistance with communications.
* What are the rules:
  + Declare they are independent
  + They have to be on the system and paying
  + We need to setup back and forth commissions
  + We don’t want any free loaders and free riders, they/we all have to play
* Take the time and setup the industry specific packets…
  + Easy setup
  + Pre-set settings, permission, and options
  + Intuitive training and intuitive interfaces
* Russell – a pro version of adilas. This is concept of classic adilas, then classic adilas plus 3rd party pieces such as AFB modules, then the pro model is a fully integrated model (almost seamless one-stop solution). This is also tied to a funding and/or costing model.
* We are seeing that custom needs and custom code is needed for each industry. We put a small number of $5,000 to $40,000 to get into that industry.
* They (AFB) would really like some suggestions on where the best fit and/or easiest targets are.
* We work really well if we can see the need and get some direction… sometime we have to let things heat up first and then we jump.
* What if we don’t do industry specific packages… what if we do adilas specific packages… they get to pick and choose what size and/or options they want. For example: start out with the adilas mini… then when you are ready, jump to the x (fill in the blank) level.
* Pull out the pieces into smaller modules.
* See the small image on stepping stones, pricing models, and heading toward adilas pro type model.

New subject…

* AFB would like to get into some hardware options.
* We could keep pushing towards the HUB type model. This could include custom code, development, design, marketing, sales, branding, hardware, training, setup, consulting, etc. This is huge and could be very advantageous.
* Russell – what is adilas’ goal? What size do we want to be? What kind of footprint do we want to leave?
* We went over some possible models… a single rep model, a hub model, and a 3rd party solution model
* What is the fastest way to get something done… Brandon said maybe an employee time clock. That could then grow from there.
* There are two sales models… build and build until we get the next feature… then we see another feature and we build and build to there… this goes on and on but you still make progress. The other model is to sell it as is. We have clients on the system since 2008 and they are still on the system. Also, when we started, we had 17 companies who wanted to jump on the ship even in the concept level… that is awesome.
* What can we do without building out more?
* Do we want to deal with small fish or bigger fish? This comes down to training, interface, and sales. You also have a level of red tape the bigger you get… that can crush things.
* It takes us about 2 weeks to a month to spin up a new server
* Sometimes, as we add smaller accounts, we end up getting some extra data storage (old and/or dead data). Currently, we have to hold that.
* Maybe look into some market research and choose a target.
* This is from Brandon… If we had tons of money, I would love to throw $20K at different verticals and build it out. Ag, Trailer, Dealerships, MJ, retail, service, banks, GPS, trucking, moving, home users, accounting, ecommerce, sell digital media, etc. You could do deli, food, salon, real estate, schools, education, bowling, golf, ski resorts, etc. The list goes on…
* Steve was grateful for the efforts that Chris has put in. We are selling a business package that will help people run their businesses. We have a solution for solution-minded persons. What we have is a platform and a system.
* We do best when we focus on the need (what’s the pain) and show how we can help solve those problems.
* Question from Steve… Who is going to manage this? He was speaking about splitting things up. Do we want dead ends? Do we want to put tons of extra logic to make it look smaller? As a side note, this could be a small theme that gets built out specific to the needs.
* As adilas, we have some pain in trying to manage some of the consolidation stuff. 1. People don’t even know we have it. 2. We then need to do the upsell and set that up. 3. You almost have to explain/train people on what is possible. 4. Once people find out, they then want to know why it is not included.
* Sometimes, the training and consulting feels like stepping over dollars to pick up pennies.
* The direct adilas model is the reoccurring data platform. We need some other 3rd party and/or hub based model to help service the other needs. This is where we really need some help.
* Skate to where the puck will be… Keep looking forward. Think about the phone industry. They used to charge for local calls, long distance calls, text, and data didn’t even exist. Now they are wrapping things all up together as a big package.
* Steve’s favorite line – That’s included…
* Steve wants to showcase what we can do… Russell, we need your blog… ☺
* Sometimes adding the upgrades feels like nickeling and diming. It would be better if we just offer the whole thing. Unlimited or all inclusive… buzz words.
* We need to do a price increase. We know that. We just need to get out there and do it. Steve is looking for some help in doing sales.
* We need enough money coming in to cover all parties. This is a random idea, but sometime when you do a quote you come up with a figure. Then normally you double or triple it. Maybe could do something like that… That way we are fully covered.
* Things keep changing. We look at an industry and say, wow, that would cost us this much to get in. Time goes by and we keep building. Then all of the sudden, you look at it again and wow, you are over where your old hurdle was. Thinks keep changing.
* For a full sales plan… We need to do some market research. How deep is the pool? What are they currently using? What other players are there? Where is the pain? What solutions are available? Etc. We offer a SaaS (software as a service) model.
* Quote from Russell – “Adilas is a great companion software package for any business”
* Russell would really love to do sales. Chris wants to do sales. Dave Forbis wants to do sales. Maybe AFB could be a sales arm of the company.
* What if on every page you had a video to help with features, tips, and flow. We could then get them out to more adilas university training options.
* Sales are kinda scary… If we had something that was somewhat stable, that helps people put their necks out there a little bit further.
* One of our challenges is… who knows the system well enough to sell it? There is a training need and possible disconnect between willingness vs. experience.
* We could flip more towards an open adilas market level. Who has skills that they want to sell and/or pitch? What if the adilas community (adilas world) actually help support other adilas users. Some of our best reps and consultants have been adilas users at one point. They have been in the mix and have walked the walk.
* Russell said – I promise you that… I will get out and make sales. ☺
* We have proved the model… it is possible and it is working.
* Russell – we love what you are doing with the look and feel and new features that you are adding. You have some major value helping and doing some of that.
* Currently, we are running on free advertising and word of mouth.
* If we help make the businesses successful, that will help feed our word of mouth advertising.
* Notes from Shari O. – from the chat window…
  + i think that the slight increase is going to start making a BIG difference, it is a beginning
  + Adilas is well under the monthly fees compared to others, and has NEVER did an increase...........
  + And Steve is absolutely correct.............FREE Advertising has worked wonders for Adilas......as our Clients have been our biggest cheer leaders
  + Adilas world..........working as one..........training one another, as I have done, and networked out to other consultants......and now I have them working together
* AFB has had David Forbis join the local business group. That has been a great feeder spot.
* Steve’s goal is 1,000 accounts.
* There are some studs out there that can figure things out and make it happen. For example: McCorvey’s Pro Shop. They had a guy by the name of Michael Webber. He runs 50+ locations on adilas and does it all by himself. There are others out there like him. Let’s go find them.
* Setup a funnel and see what could stick to the net.

2/15/17 – New Meeting Notes

* We talked about how to tweak the current shopping cart into being able to sell parent items and then adding in sizes and colors.
  + We would need to look into coding this. Chris want to do it right vs. a quick/quick solution that needs to be redone eventually.
* Sales and packages – we are starting to group some of the services together.
* We are seeing a need for good demo site. Something that they control and have good data and good settings put in place.
* On new play sites and demo sites – How does that work? Who needs to be contacted and who will maintain those sites? We currently have about 50 play sites. We do need a demo site that talks to the person being demoed. The tick comes in by logging in before and setting up a specific user that allows them to come right in without having to choose what site. The example was: a login as “bike” for all bike shop owners. If you show them something that hits their comfort zone, they really connect with it. Some people can’t convert the concepts into reality. They want to see what they really have and/or need.
* We need to be prepared and maybe even prep some data for the demo. If we just show up, and expect to demo them, then we fall into a mess of whoever was there last time. Basically, we have to do some prep stuff to make a good demo. It comes back to time.
* We would love to add new demo sites with specific themes and/or industry specific verticals. It helps us to have other sites to show people.
* Plan for new accounts – daily.
* When a sale happens, how do we want to structure the commissions?
* We have provided new reps and developers with their own sites.
* Who manages the reps? Who manages the training?
* Currently, we don’t have any zones and/or specific verticals. This could get really deep. The model is very open, the reps need to sell themselves with the tools that they know and use. For example: If you want me, I come with the adilas toolset or toolbag.
* We have had really good success with smaller independent reps and consultants. So far, we don’t have any teams doing sales, training, or consulting yet.
* People are looking for a hosted, online, solution. We have that. We have to sell things “as is…”. There are tons of things that still need to be built out, but we have a ton of things done and ready to go.
* We could really help out CPA’s and other accountants. As a side note, we have automated about 75% of the accounting. The other 25% still needs some work and/or some lovin.
  + The CPA wants to do tax returns not babysitting all of the little things that go on with businesses.
  + Adilas is good at tracking the day to day business stuff. It does take work, but we strive to catch the story of what is going on.
* We have tons of concepts that are sitting on the shelf just waiting for some more heat, pressure, and fire under it.
* Chris would love to get some of the functionality that Deductor does. Basically, it’s an app level function that helps businesses with certain functions of their business. They do expense tracking, mileage tracking, and other small things.
* Where is the focus? As a side note, we already have a number of other clients that are using our system right now and they seem very happy. Maybe look into the system and pull out different possible verticals.
* Russell speaking – on adilas, we need to give them the do this, this, and this – done vs. giving the whole big picture, all of the concepts, and everything we are trying to do and/or accomplish.
* We could add in an upsell and do custom videos and/or training per client.
* We could harvest what we already have. It might take some calls and times but we have tons of services that we could offer. Custom code, labels, data imports, design, custom training, videos, consulting, customer care (proactive outreach), etc. We could do marketing, offer additional products, etc.
* We may need a marketing campaign for ourselves. This could be a video, a promotional product, etc.
* We might need a full website remake… AFB – you guys are voted into the mix…
* Steve would like to put a new responsive frontend web page and then put the rest of the adilas stuff further back. Basically, a redesign.
* We need to focus on companies that have inventory, ecommerce, etc.
* We need to add some options for sub inventory to be shown on ecommerce. That is huge.
  + Chris proposes that we get a number of clients to help pitch in for this.
* Let’s look for some low hanging fruit.
* One of the ideas that happened after Brandon had to drop off was dealing with using the existing adilas clients as on-site virtual adilas training centers. Huge potential there. Expand as needed.