



## PRESS RELEASE

J&M TECHNOLOGIES, INC.  
3685 Stutz Dr., Suite 103, Canfield, OH 44406  
p: 330.533.9000 www.jmcatalog.com

Contact:

John Manzoian, J&M TECHNOLOGIES  
john@jmcatalog.com  
330.533.9000

### **New Facility Product Selection Guide Helps Boost Online Sales**

*Interactive Module Enhances Online Ordering Experience for Customers*

Canfield, OH – November, 2013 – Boost your online sales with J&M Technologies’ new Facility Product Selection Guide, an add-on module to its Internet Order Entry software. The program immediately recognizes customers as they log-on and provides a “shop-by-room” interactive experience that suggests products specific to their needs and facility type.

“Our customers report a significant increase in sales overall when they install an online ordering system and customers become acquainted with its ease-of-use,” notes John Manzoian, president of J&M Technologies. “Our new Facility Product Selection Guide recommends items that a customer may not have considered and streamlines the product selection process for those items.”

The Facility Product Selection Guide is integrated into a distributor’s J&M Internet Order Entry program and has access to all the distributor’s inventoried items. As the customer moves from room-to-room on the Facility Product Selection Guide, the program automatically suggests a number of products in the distributor’s inventory that would be applicable to the facility area and the surface to be cleaned or maintained, such as disinfectants for bed rails in a hospital or degreasers for machinery in a manufacturing plant.

Each product displays additional information and an image for easy selection. At that point, the customer can quickly “click to purchase.”

The interest and use of online ordering has gained rapid popularity in recent years as end-users discover the ease of using the online option. One of J&M customers notes in the first week of having his online order entry operational, a large university ordered over 20 different products they had never purchased before, including 200 cases of liners and two dozen poles and squeegees. The customer commented to the distributor, "I like to see what I am ordering,"

"This new Facility Product Selection Guide is a great new application to further drive sales," adds Manzoian. "It assures no product is overlooked as customers consider each area of their facility and the maintenance needs specific to those areas."

The Facility Product Selection Guide can be used on mobile tablets, laptop and desktop computers. Visit [www.jmcatalog.com](http://www.jmcatalog.com) for more information or call 330-533-9000.

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