



## ***Cutting Edge Products*** **Dealer Website Program**

# **USER MANUAL**

Welcome to our Dealer Website Program! This *User Manual* will help you get your new online store up and running quickly. This step-by-step guide will address the following topics:

- **Logging in to the Management Area of Your New Website**
- **Adding Your Basic Company Info Into the Settings Area**
- **Setting Up PayPal**
- **Creating Your *About Us* Page**
- **Creating Custom Information Pages**
- **Creating Custom Coupon Codes**
- **Editing Basic Information About *CEPI* Products**
- **Creating Your Own Products and Understanding the Difference Between *Your* Custom-Added Items and *CEPI* Products**
- **Deleting Products**
- **Deleting Existing Category Names**
- **Creating Your Own Categories**
- **Managing Orders in Your New System**
- **Obtaining an Email Address for Your Domain**
- **Place An Order With Us**
- **Push Updates**

## Logging in to the Management Area of Your New Website:

Your new website comes with a very powerful and simple interface for managing your online business. This interface is called the “Administration” area or “Admin” for short. In the *welcome* email you received from us with this *User Manual*, you will find your Admin details, including the webpage or URL, to visit to login. Either click on this URL or simply copy and paste it into the address bar of your browser. The page should look like this:



Enter the provided username and password and click “Log In.”

Your Username \_\_\_\_\_

Your Password \_\_\_\_\_

## Adding Your Basic Company Info Into the Settings Area:

Once logged in, the first thing you will want to do is add your basic company information. Find the links along the top of the page and click “Settings.”



- On this page you will be asked basic information about your company:

The image shows a screenshot of the 'Company Info' settings form. The form has three tabs: 'Company Info', 'Shop Settings', and 'Downloads'. The 'Company Info' tab is active. The form contains the following fields:

- Company Name:** Self Protection Products
- Shop Address:** 235F Forlines Road
- Shop City:** Winterville
- Shop State/Province:** North Carolina
- Shop Postal Code:** 28590
- Shop Country:** United States
- Shop Phone Number:** (800) 477-7766
- Shop Fax:** (empty)
- Contact Email:** sales@selfprotectionproducts.net
- Homepage Title:** Self Protection Products
- Homepage URL:** www.selfprotectionproducts.net

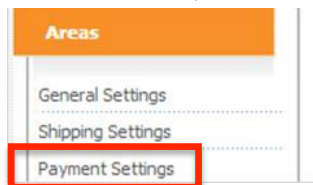
At the bottom of the form is an 'Edit Settings' button.

- Most of the fields are self-explanatory; however, a few need to be explained:
  - Contact Email** - See the end of this guide for setting up your email.
  - Homepage Title** - This is the name of your website. This will show in Google search results for your home page and will be displayed on your customers' browser windows when they visit your home page.
  - Homepage URL** – Typically, the homepage URL will be your website address, “http://www.yourwebsite.com/”, unless you are executing advanced setup. Replace the term “yourwebsite.com” with your website’s address.

## Setting Up PayPal:

After you have entered your company information, you will want to be sure your website's orders are paid to you! This step requires you to have a basic (free) PayPal account. If you do not have a basic PayPal account, you can create one by going to [www.paypal.com](http://www.paypal.com) and registering for a standard PayPal account. You will only need the email address used to set up PayPal to connect your website to PayPal.

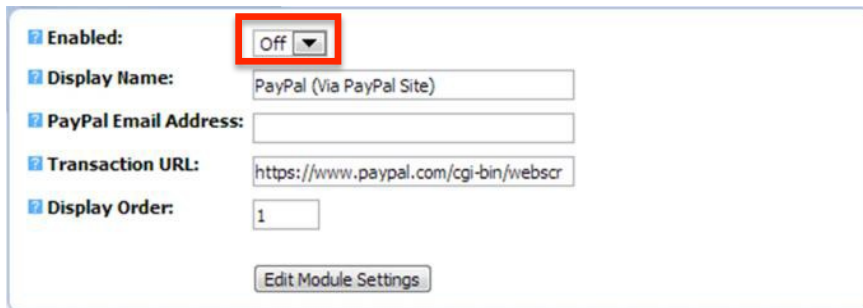
- Click "Settings" in the links located at the top of the page (same as before).
- In the left bottom section under "Areas," click "Payment Settings":



- Find the "PayPal Standard (IPN)" and click the wrench icon on the right. By default, all other payment methods will be turned off.

Payment Methods	Payment Processors	Available Modules	Customer Rewards	
Module Name:	Version:	Order:	Status:	Actions:
Bank Wire	1.0	1	On	 
COD	1.1	1	On	 
Credit Card	1.4	1	On	 
Fax Order	1.1	1	On	 
Net(30)	1.0	1	On	 
PayPal Standard (IPN)	1.3	1	Off	 

- On this page, simply switch the "Enabled" box to On and enter your PayPal email address. Now you're done!

A screenshot of the configuration page for the "PayPal Standard (IPN)" module. The "Enabled" dropdown menu is highlighted with a red box and currently shows "Off". Other fields include "Display Name" (PayPal (Via PayPal Site)), "PayPal Email Address" (empty), "Transaction URL" (https://www.paypal.com/cgi-bin/webscr), and "Display Order" (1). An "Edit Module Settings" button is at the bottom.

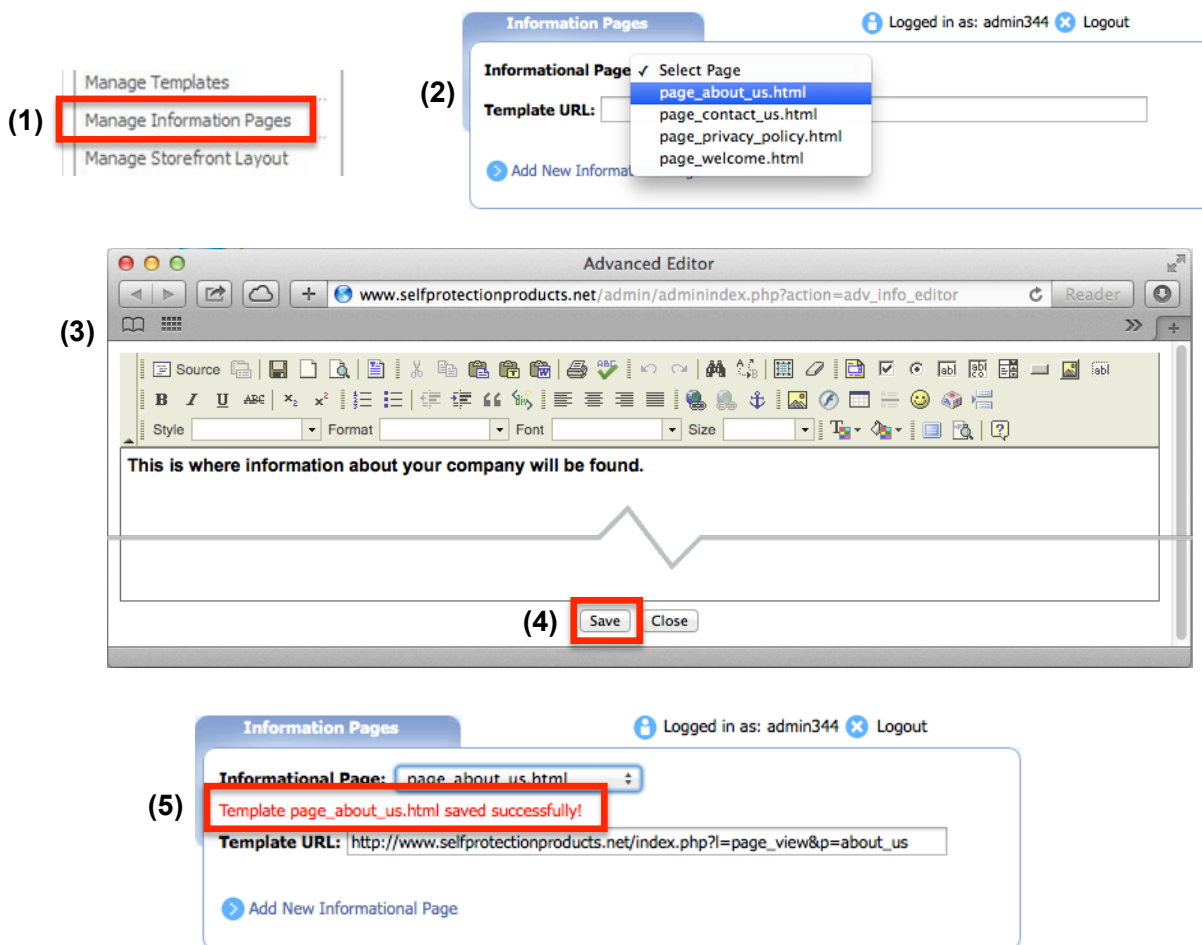
**NOTE: DO NOT CHANGE THE "TRANSACTION URL". THIS COULD CAUSE PAYPAL PAYMENTS TO STOP WORKING.**

For information regarding credit card processing, see page 15 for details.

## Creating Your About Us Page:

Your company's "About Us" page is an opportunity for you to communicate information about your company: who you are, how you can help, and anything else you would like to say to your website's visitors. You can easily edit the information by following the steps listed below. Please be aware that you **cannot copy and paste using Microsoft Word**. Doing so will cause errors within your website. The only applications that allow for copying and pasting without errors are Notepad (Windows) and TextEdit (Mac).

- Click the "Settings" link at the top of the page.
- On the left side of the page, find the link **(1)** "Manage Information Pages" and click the link.
- On this screen, select page\_about\_us from the drop down menu.
- You should now have a popup page where you can enter your **(2)** "About Us" information. Be sure to disable your popup blocker to allow the **(3)** window to appear. When you are finished, click **(4)** "Save" at the bottom of the popup where you entered your information. The page will close and you will receive a **(5)** confirmation message.

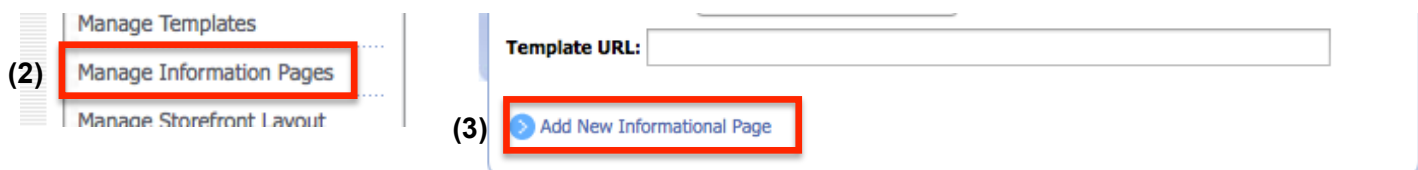
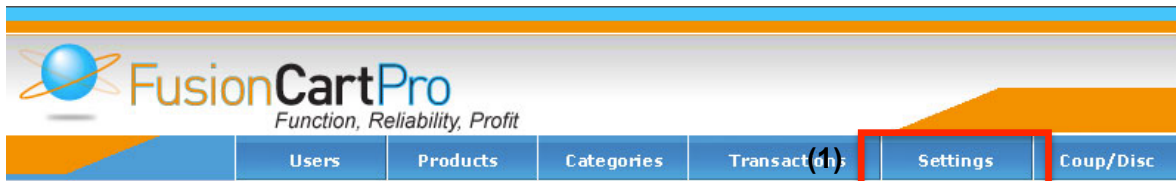


When using Internet Explorer, be sure to check your Compatibility View settings if the page does not display correctly.

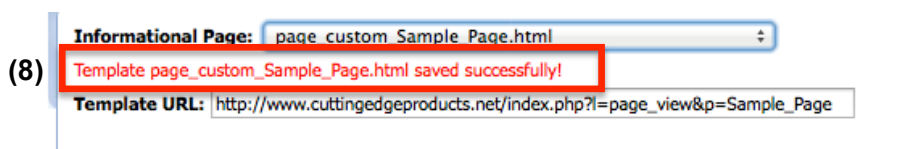
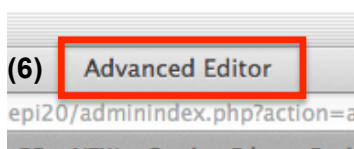
REMEMBER: Please be aware that you **cannot copy and paste using Microsoft Word**. Doing so will cause errors within your website. The only applications that allow for copying and pasting without errors are Notepad (Windows) and TextEdit (Mac).

## Creating Custom Information Pages:

To create custom information pages (any page that contains bodies of text not to be confused with product pages), you can do so by (1) clicking on the Settings tab at the top of the admin panel. You should then (2) click Manage Information Pages located on the left side of the Admin panel. You will then be able to (3) add a new information page. You will see the following screen and (4) be asked to enter the name of the page you are creating. The name cannot contain any spaces or character other than normal text. In place of spaces, you must enter underscores as shown in example 4. After entering the name of the page, click the (5) ADD button to the right of the name field.



After completing the previously-mentioned steps, the (6) Advanced Editor will pop up in a new window and allow you to edit the contents of the page. You must have your pop-up blocker disabled for this page to appear. Once you have made your changes, click (7) Save at the bottom of the page and the following (8) message will appear. Once you see this message, you have successfully created a Custom Information Page.



## Creating Custom Coupon Codes:

To create a custom coupon code, click on the (1) Coup/Disc tab found at the top of the Admin panel. You should then click (2) Add Coupon. On the next screen, you will need to (3) enter all relevant information for that particular coupon and choose (4) Add Coupons.

The screenshot shows the FusionCartPro Admin Panel. At the top, the navigation menu includes 'Users', 'Products', 'Categories', 'Transactions', 'Settings', and 'Coup/Disc'. The 'Settings' tab is highlighted with a red box and labeled (1). On the left sidebar, the 'Areas' menu has 'Add Coupon' highlighted with a red box and labeled (2). The main content area shows the 'Add Coupons' form, which is outlined with a red box and labeled (3). The form contains the following fields: 'Coupon Name', 'Coupon Code', 'Discount Type' (set to 'Dollar Amount'), 'Apply To' (set to 'All Ordered'), 'Value' (0.00), 'Min Order' (0.00), 'Max Order' (0.00), 'Max Uses' (empty), 'Start Date' (November 12, 2013), 'End Date' (November 12, 2014), 'Available To' (All), 'Coupon Type' (Global), and 'Status' (On). The 'Add Coupons' button at the bottom is highlighted with a red box and labeled (4). The top right of the form shows 'Logged in as: paulied' and a 'Logout' link.

There are three types of coupons available to offer: Dollar-Amount, Percentage, & Free Shipping.

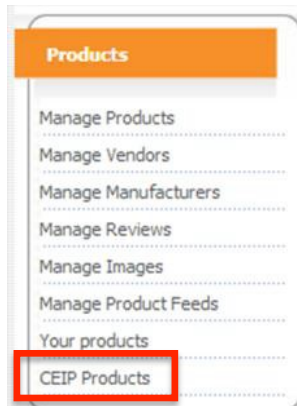
Three examples of coupon code configuration forms are shown side-by-side. Each form has a red box around the 'Discount Type' dropdown menu.

- Example 1:** Coupon Name: \$15 Off; Coupon Code: 15OFF; Discount Type: Dollar Amount; Value: 15.00; Min Order: 50.00; Max Order: 0.00; Max Uses: 9999; Start Date: February 5, 2014; End Date: February 5, 2015; Status: On. Button: Add Coupons.
- Example 2:** Coupon Name: 25% Off; Coupon Code: 25%OFF; Discount Type: Percentage; Value: 25.00; Min Order: 25.00; Max Order: 0.00; Max Uses: 9999; Current Used: 0; Start Date: February 5, 2014; End Date: February 5, 2015; Status: On. Button: Edit Coupons.
- Example 3:** Coupon Name: FreeShipping; Coupon Code: FREESHIPPING; Discount Type: Free Shipping; Value: 0.00; Min Order: 0.00; Max Order: 0.00; Max Uses: 9999; Start Date: February 4, 2014; End Date: February 4, 2015; Status: On. Button: Add Coupons.

## Editing Basic Information About CEPI Products:

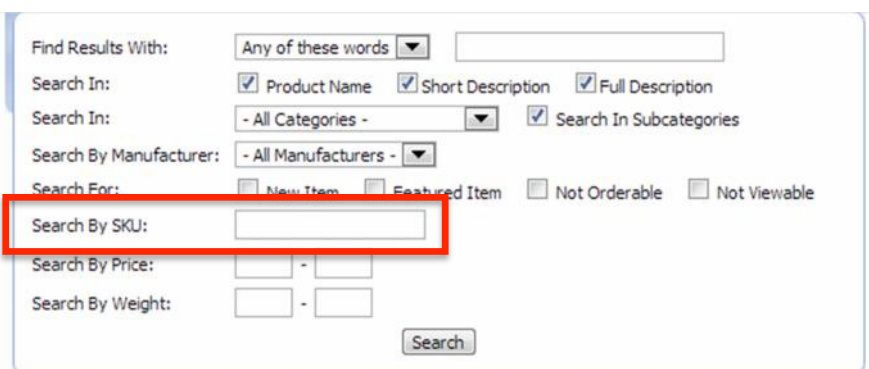
On your new website, you will find all of our current items already in place for you! *CEPI* products are managed by an advanced program that automatically updates your website with new products as well as the stock status of existing products. However, you can edit basic information about each one of these products. To edit *CEPI* product information (including prices):

- Click on the “Products” link on the top of the Admin area.
- On the left side of the page you will see a link called “CEPI Products.” Click it.



















- On this page you will find the list of all products automatically added to your website. You can use the (1) Search By SKU function to find a specific product OR (2) click on any product to enter the edit screen.

(1)



(2)



ID: SKU:	Title:	Price:	In Stock:	Action:
900 K95R		\$24.95	0	  
855 SWMA8	Motion Detector Alarm with Auto Di...	\$53.95	9999949	  
394 HDDCL 15	15 Inch Heavy Duty Dummy Camera	\$94.95	99999989	  
669 16C	16 Inch Expandable Metal Baton (Mad...	\$19.95	9999792	  
671 16E	16 Inch Expandable Metal Baton (Mad...	\$24.95	99999970	  



- On this page, any information you CANNOT edit is greyed out. All other visible fields can be changed:

The screenshot shows a product editing form with the following fields and annotations:

- SKU:** 21C
- Title:** 21 Inch Expandable Metal Baton (Made in China)
- Main Category:** Metal Batons
- Full Description:** A text area containing HTML code and a description of a telescopic steel baton. Below it is a link for "Advanced Editor".
- (1)** A red box highlights the "Update Product" button located below the description field.
- (2)** A red box highlights the "Detail" tab in a navigation bar that also includes "Categories", "Pricing", and "Related".
- META Title:** 21 Inch Expandable Metal Baton (Made in China)
- META Keywords:** 21 Inch Expandable Metal Baton (Made in China), Wholesale Security
- META Description:** Around the world security guards and police officers are switching from bulky night sticks to this more compact and telescopic steel baton. This high quality 8 inch solid steel baton is made in China and expands to 20 and seven-eight inches. It locks int
- Retail Price:** 0.00
- Your Price:** 21.95
- Sale Price:** 0.00
- Update Product:** A second "Update Product" button is located at the bottom of the form.

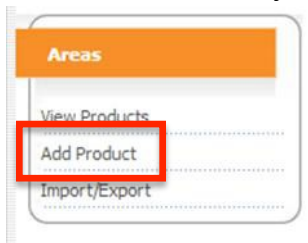
Here is a brief explanation of what the different fields do:

- SKU** - Not editable for *CEPI* products
- Title** - Not editable for *CEPI* products
- Main Category** - Not editable for *CEPI* products
- Full Description** - This is the main description for the product. In this box you will find the HTML code. Do not worry if you don't know HTML (most don't). Simply click the "Advanced Editor" link directly below the box and a similar popup will appear as did with the "About Us" page. Edit anything you need to here and click "Save." Once you have clicked "Save," you will need to click (1) "Update Product" for the changes to take effect.
- META Information** - This is used for SEO. If you are unfamiliar with what this means or what should be here, we recommend you leave the default in place.
- Price Fields** - "Your Price" is the main field that governs your price for this item. Retail Price is for display purposes (example: \$ 29.99 "slashed out" Our Price Only \$ 21.95). Sale price will create a similar effect. "Sale Price" will OVERRIDE "Your Price."
- (2) Tabs Along the Middle** - Here you can also assign this item to multiple categories, create bulk pricing, and add related items that will show up on this product page. The best way to learn about the control you have over your website is to experiment!

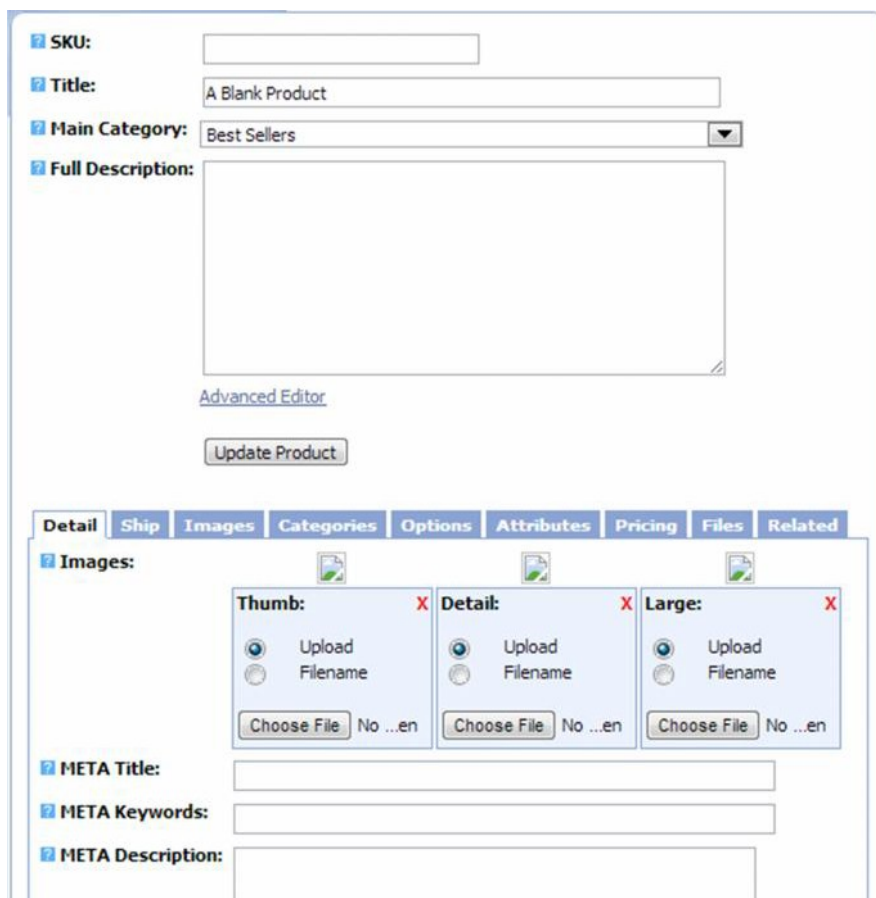
## Creating Your Own Products:

With your new website, you have the option of creating your own products. These products will not be affected in any way by our update system and will be completely “safe.” When you create your own product, you have complete control over ALL of the information fields including Name, Images, SKU, etc. To create your own products, follow these steps:

- In the Admin area, click on the “Products” link found at the top of the page.
- On the left of the page towards the bottom, you will find “Add Product.” Click on this link.



- Once on this page, you will find a detailed form. You can enter as little or as much information about the item you are adding as you wish. We recommend the minimum amount of information include the Title, SKU, Category, Description, Images, and Price.

A screenshot of a product creation form. The form is divided into several sections. The top section contains fields for 'SKU:', 'Title:' (with the value 'A Blank Product'), 'Main Category:' (a dropdown menu set to 'Best Sellers'), and 'Full Description:' (a large text area). Below the 'Full Description' field is a link for 'Advanced Editor' and an 'Update Product' button. The bottom section is a tabbed interface with tabs for 'Detail', 'Ship', 'Images', 'Categories', 'Options', 'Attributes', 'Pricing', 'Files', and 'Related'. The 'Images' tab is active, showing three image upload slots labeled 'Thumb:', 'Detail:', and 'Large:'. Each slot has radio buttons for 'Upload' and 'Filename', and a 'Choose File' button. Below the image slots are fields for 'META Title:', 'META Keywords:', and 'META Description:'.

- When uploading your own image, you need to find the largest image available for the product and upload the same image to all three positions. The system will automatically handle re-sizing them to the right size. HOWEVER, the system will not “stretch” or enlarge them. If an image is too small when you upload, it will be displayed too small on your website.



## Deleting Existing Category Names:

Categories are the list of navigation links found on every page of your website (left side).



You can delete any of the built-in categories. Deleting a category will prevent any item under that category from showing on your website (those items can still be found by search). Due to the fact that main categories cannot be changed on *CEPI* products, it is not possible to actually change any of the existing category names.

- To delete a category, do the following:
  - o On the “Admin” panel click the “Categories” link at the top of the page.
  - o Click the “X” icon on the right of the category you wish to delete.
  - o Confirm your delete and the category will be gone forever.

ID:	Pos:	Title:	Subcategories:	Product Count:	Viewable:	Action:
42	+	Best Sel...	0	20	Yes	⚙️ + ✖️
74	+	TEN @ 10	0	9	No	⚙️ + ✖️
66	+	Streetwi...	0	38	Yes	⚙️ + ✖️
65	+	Streetwi...	0	10	Yes	⚙️ + ✖️
57	+	Pepper S...	0	42	Yes	⚙️ + ✖️
58	+	Pepper S...	0	33	Yes	⚙️ + ✖️
64	+	Spy Prod...	0	26	Yes	⚙️ + ✖️

NOTE: If you wish to remove all of one type of product from your website for any reason, it is recommended you first follow the procedure previously described before you delete the category itself. This is the most complete way to purge a particular type of product from your website. You can confirm there are no more products listed under a category by looking at the product count in the category list:

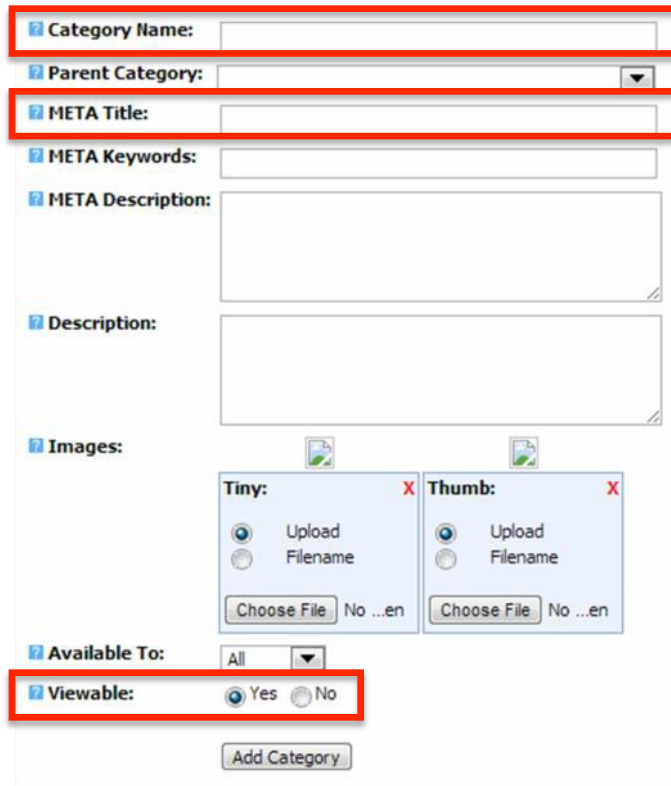
ID:	Pos:	Title:	Subcategories:	Product Count:	Viewable:	Action:
42	+	Best Sel...	0	20	Yes	⚙️ + ✖️
74	+	TEN @ 10	0	9	No	⚙️ + ✖️
66	+	Streetwi...	0	38	Yes	⚙️ + ✖️

When the product count equals 0, no more items will be found under that category. It is now safe to completely remove it.

## Creating Your Own Categories:

You can create categories to better match new items you wish to add as well as creating categories to replace existing category names that you cannot edit. Creating a category is a very easy process:

- On the “Admin” panel, click the “Categories” link at the top of the page.
- The only field you need to fill in is the Category Name. We also recommend you make the META Title the same as your category name.



The screenshot shows a web form for creating a category. The form includes the following fields and options:

- Category Name:** A text input field, highlighted with a red box.
- Parent Category:** A dropdown menu.
- META Title:** A text input field, highlighted with a red box.
- META Keywords:** A text input field.
- META Description:** A large text area.
- Description:** A large text area.
- Images:** Two file upload boxes labeled "Tiny" and "Thumb". Each box has radio buttons for "Upload" and "Filename", and a "Choose File" button.
- Available To:** A dropdown menu set to "All".
- Viewable:** Radio buttons for "Yes" (selected) and "No", highlighted with a red box.
- Add Category:** A button at the bottom of the form.

- Parent Category is ONLY used if you would like to make this category a “sub” of another category. If you are not clear as to what this means, please contact us for clarification.
- Be sure “Viewable” is set to “Yes.” If “No” is selected, the new category will not appear on your site!
- After you create this category, you will be able to select it for new products or additional categories for existing *CEPI* products.

## Managing Orders in Your New System:

Every time an order is completed on your website, the ecommerce system will do the following 3 things:

- Send you an email with the order details
- Send your customer an order receipt
- Store the order in the “Admin” for processing

When an order comes in, it is important to know that it IS NOT automatically sent to us. For security reasons, whenever an order is marked as paid, you can then place the drop-ship order with us via our [Quick Order Form](#) found on our website. For more details, see Page 16.

In order to see all of your current orders and their status, do the following:

- Log in to your “Admin” panel and click the “Orders” link at the top of the page.
- On this page you will see the most recent orders and their status (1) Paid, Shipped, etc.

<input type="checkbox"/>	47621	09/05/2013	Pending	Payment Received	\$28.60					
<input type="checkbox"/>	47620	09/05/2013	Pending	Payment Received	\$75.91					
<input type="checkbox"/>	47619	09/05/2013	Awaiting Shipment	Payment Received	\$19.00					
<input type="checkbox"/>	47618	09/05/2013	Awaiting Shipment	Payment Received	\$27.44					
<input type="checkbox"/>	47617	09/05/2013	Awaiting Shipment	Awaiting Payment	\$29.43					

- You can click on the (2) order number or (3) magnifying glass icon to view the details for any order. You can also update the payment and shipping status on this screen.

Order Information Logged in as: devtest Logout

[Print](#) [Packing List](#) [Edit](#) [Delete](#)

Order ID: [blurred]  
Date: [blurred]  
User ID: [blurred]  
Billing Info: [blurred]

Shipping Info: [blurred]

Phone: [blurred]  
Email: [blurred]

**Order Details** | **Payment Info** | **Status Info** | **Order Notes (0)**

ID:	Name:	Unit Price:	Quantity:	Total:
SWPF7000R	Police Force 7,000,000* Tactical St...	\$22.50	1	\$22.50
				<b>Subtotal:</b> \$22.50
				<b>Shipping:</b> \$3.60
				<b>Tax:</b> \$2.50
				<b>Total:</b> \$28.60

Shipping Method: [USPS] First-Class Mail® Parcel

- You can add tracking info that will automatically be emailed to the customer, add order notes, and print packing lists / invoices.

## Domain Registration, Email, Merchant Account, and Gateway Setup:

Along with a domain, an email service will be required. Go Daddy, Gmail, and many other companies all offer inexpensive email services. Controlling your email and setting up your communication are very important. If you already have a service setup or you need help configuring it, please let us know and we will be glad to help.

- Visit our Dealer Website Storefront to set up your domain and email by clicking on the following link or by entering [store.cuttingedgeproducts.net](http://store.cuttingedgeproducts.net) in your preferred browser.

### Merchant Account and Gateway Account Setup:

If you are interested in accepting credit cards outside of PayPal, you must obtain both an ecommerce Merchant Account and a Gateway Account. The Merchant Account allows you to accept credit cards, and the Gateway Account allows you to process the credit cards and complete the transfer of funds. See Figure 1 for more information.

- Ecommerce Merchant Accounts created through our [Dealer Website Storefront](#) are provided by FrontStream Payments.
- To set up your Gateway Account, please apply with [Authorize.net](#) by visiting our online Authorized Reseller Landing Page. Authorize.net is the preferred gateway as it integrates seamlessly with the Dealer Site's platform.

Please be advised that there are fees associated with both Merchant and Gateway Accounts. Please see below for both fee schedules for FrontStream Payments and Authorize.net. The cost involved includes one-time setup charges, monthly access fees, as well as transaction fees.

FrontStream Payments	
One-Time Setup	\$59.99
Visa/MC Debit Card	2.59%
Visa/MC Qualified Rate	2.59%
Visa/MC Mid-Qualified Rate	2.59%
Visa/MC Non-Qualified Rate	3.84%
Transaction Fee	\$0.35
Gateway Transaction Fee	\$0.00
Batch Fee	\$0.30
Monthly Fee	\$20.00/mo
Monthly Processing Minimum	\$0.00/mo
Payment Gateway Access	\$0.00/mo
Termination Fee	\$15.00
PCI Compliance Fee	\$9.95/mo
Retrieval Fee	\$5.00

Authorize.net	
Payment Gateway	
One-Time Setup	\$99.00
Monthly Gateway Fee	\$17.95
Transaction Fee	\$0.10
Batch Fee	\$0.25
Optional Value-Adding Products	
Advanced Fraud Detection Suite™	\$9.95/mo
Automated Recurring Billing™	\$10.00/mo
Customer Information Manager	\$20.00/mo
eCheck.Net®	Contact Us
Optional Merchant Account	
Setup Fee	\$0.00
Monthly Statement Fee	\$9.95
Transaction Fee	\$0.25
VISA/Mastercard Qualified Discount Rate	2.19%
Monthly Processing Minimum Fee*	\$25.00
*Monthly fee is waived if transaction minimums are met.	

## Placing An Order With Us:

Once an order has been placed on your site, the next step is for you to place the order with us. There are two ways to do this, both of which are done through our website. The fastest and simplest method is to use the Quick Order Form located under the Dealer Toolbox. The second method is to place the order traditionally by adding items to the cart from the products' information page.

### Method 1: Quick Order Form

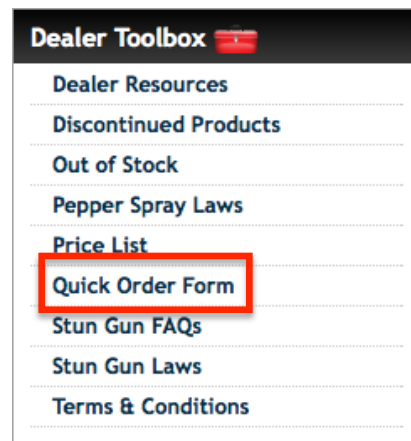
1. Log in to [cuttingedgeproducts.net](http://cuttingedgeproducts.net)
2. Navigate to the Dealer Toolbox (lower left-hand side of the site).
3. Enter the SKU of the product being ordered.
4. Enter the quantity needed (default is 1).
5. Click Add to Cart at the bottom of the form.
6. Click Quick Checkout.
7. Enter the appropriate billing and shipping information.
8. Click Show Shipping Rates and choose the desired shipping method.
9. Select the desired payment method and click Continue.
10. Verify your information and click Process Order.
11. Your order has now been placed and will be processed shortly.

### Quick Order Form

For customers who need a quick and simple way to place an order, we have added the Quick Order Form! Simply begin typing the SKU in the given box and the auto-fill options will appear. You then choose your product, enter the quantity and you've successfully entered a product. The default quantity is one (1).

The case quantity is shown to inform you of the number included in a case.

SKU	Quantity	Item	Case Quantity	Inner Box Quantity
<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text" value="1"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>





## Push Updates:

Product updates will be pushed automatically to your Dealer Website 2-3 times per week. These pushes will include updated images, product descriptions, product attributes, new products, new categories, and stock status updates.

## Support Questions:

If you need assistance with any topic found in this *User Manual*, please call us toll-free at **(800) 497-0539** or email us at [customsites@cuttingedgeproducts.net](mailto:customsites@cuttingedgeproducts.net). We can be reached Monday through Friday, 9 AM to 5 PM EST.

We thank you for joining our Dealer Website Program.