

# The Products Area and Web Store

The Products screen allows you to view and control your products store's inventory.

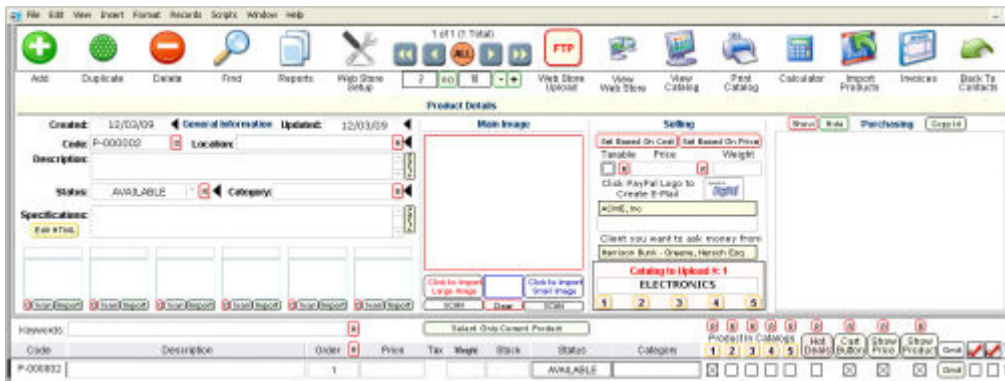


The Products screen can be accessed by clicking **Products** at the top of the "Invoicing" Screen, or



in Power Sales Machine, by clicking the icon in the Roadmap in the center of the screen.

The first time you enter in the Product Area you will see this:



**Important Tip:** Be sure to hover your mouse over all buttons (icons) to learn how to access the multiple functionality that some buttons have.

Following you will learn the basic functionality of this area You will learn the more advanced techniques later.



If you want to test the system with sample products please click the Import Products icon and then go to your hard drive under Program Files and under the Directory of the program and then under the "Web Store" directory and select "Products to Import.xls" (be sure to select excel files from the import dialog) and be sure that you select matching records and click OK to import. You

need to be connected to the Internet to execute this import since the images are from catalogs on the Internet.

If you don't want to import sample products at this point, just keep reading.

## Buttons



Add To add a new product to your list, click "Add".

After clicking "Add" to add a new product, you can then specify the details for the product.

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

- Created:** 12/03/09
- General Information** (tab)
- Updated:** 12/03/09
- Code:** P-000002 (with a red 'D' button for duplicate check)
- Location:** Shelve #12-A (with a red 'R' button for replace)
- Description:** Super Gadget with sound. (with a Paste button on the right)
- Status:** AVAILABLE (with a red 'R' button for replace)
- Category:** (with a red 'R' button for replace)
- Specifications:** (with an Edit HTML button and a Paste button on the right)

Essentially, you would enter the product code (an automatic one will be suggested), the Location of the Product (useful if you have many different products)

The Description of the Product (which sometimes includes the product name as appropriate)

Please notice the paste button to the right of the Description field allowing you to paste anything from you Windows Clipboard (Usually a description grabbed from the Internet)

Also available is the Status field and the Category field. (The list of options for the Status and Category please go to the Main Setup the Lists then select Product Status and Product Categories)

Additionally, you can enter the Products Specifications ( in this case you can use HTML code to enhance those if you intend to upload your products to your Web Store See [What is the Web Store? later]. The Specification field also have a Paste button at its right.

Please notice that the Product Code field has a "Duplicate" button to its right

**Code:** P-000002 (with a red 'D' button) Use this button to check for Product Code duplicates.

The Status, Category and Location fields have a "Replace" button  that you can use to enter

(replace) data into those fields for all selected fields with one click.



Duplicate

Duplicate will duplicate the current product, leaving details intact.



Delete

Delete will delete the current or selected products (press SHIFT first for selected products).



Find

Find will allow you to perform a find on products, searching through most product fields.



Reports

Reports will take you to the Report Screen where you can print out various report listings of your products.



Web Store Setup

Web Store Setup allows you to customize an online web store. See [What is the Web Store? later].



Web Store Upload

Web Store Upload uploads the current or selected products to your online web store.



View Web Store

View Web Store will take you to a web browser and go to your online web store.



View Catalog

View Catalog will show you an (offline) catalog view of your products. You may print, fax or e-mail the catalog if desired.



Print Catalog

A shortcut to the View Catalog's Print functionality is available by clicking Print Catalog.



Calculator

Clicking calculator will open up the default calculator (which can be specified in the Main Setup Section not the Web Store Setup).



Import Products

Import Products allows you to import products from databases such as Excel and others. Click on the Import Products button and follow the instructions. Simply line up the column headers from Excel with the corresponding data field in the software to import into the right fields..



Invoices

Click Invoices to go to the Invoice System.

### Image Section

To the right of General Information is the primary image for the product (a large image). You can also import a small image for using as a thumbnail in your web store (though the large image will be used if no smaller image is specified). Images can be scanned or otherwise imported in 2 ways: by internet URL of the image or by file path on your local computer.

Image



|                             |       |                             |
|-----------------------------|-------|-----------------------------|
| Click to Import Large Image |       | Click to Import Small Image |
| SCAN                        | Clear | SCAN                        |

There are several shortcuts to expedite entering images. One of them, is pressing SHIFT when clicking on "Click to Import Large Image" , by doing this, an URL copied to your Windows clipboard will be inserted into the image field with one click.

In other words, it is possible to go to the Internet, right-click on an image that you want to use, copy the location of the image to your clipboard and then click SHIFT and "Click to Import Large Image" to insert both, the large and the small image, with one click.

If you click on the image a little windows will pop-up where you can view the images in a large format and even view a slide show.



If you have more than one image for you product you can enter those (up to 6 more) in the six image

fields.

On top of those image fields you can type text that will be used as Tool Tips when posting to your Web Store.

You can use the same "trick" of pressing SHIFT when clicking the six "Import" buttons to enter the image of an URL copied to your Windows Clipboard.



### Selling Section

To the right of Image Section is the Selling Section.

As you can see, there are two buttons to set the price in bulk (for selected products)



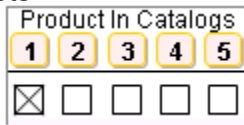
which could be appropriate in some cases.

Also there is a button to replace with one click Products Prices and the Tax mark

The PayPal button you see in this section is to "request" money from your client for the current product using PayPal. Obviously, you need a PayPal account to do that and set your PayPal email in the Main Setup under the "My Company Info" area.

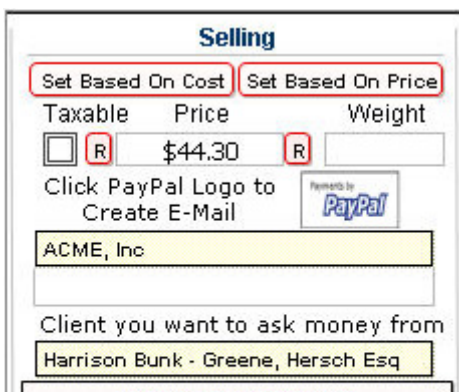


Finally, at the bottom of the Selling Section, you see FIVE buttons that select products



as per the marks      in the product list.


Also when you click these buttons the Setup for each catalog changes accordingly to the Catalog Number. Up to five different Web Stores are possible at any one time.



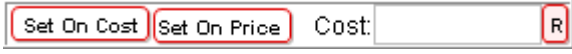
## Purchasing Section

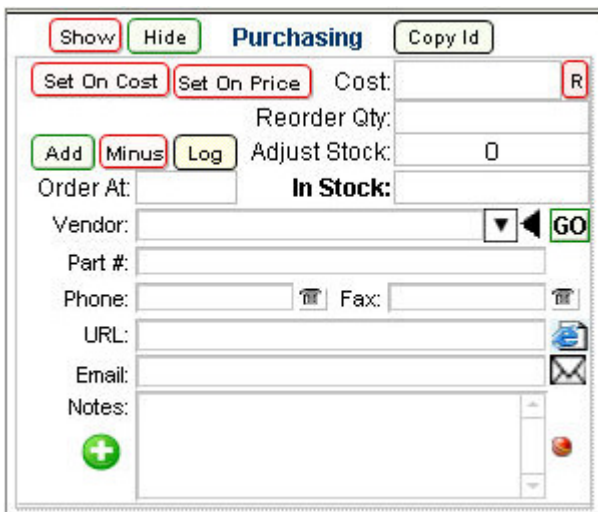
To the right of the Selling Section you have the Purchasing Section

In here you can enter the purchasing data for the current product like the Vendor name, Phone, Fax, E-Mail, Product URL, Cost, etc.

You can maintain this data privately by clicking the  button (Only the administrator can show it back)

Also, you can control your inventory from there.

There are a couple of buttons to change the cost in bulk 



The screenshot shows a web interface for the Purchasing section. At the top, there are buttons for 'Show', 'Hide', 'Purchasing', and 'Copy Id'. Below these are two buttons, 'Set On Cost' and 'Set On Price', followed by a 'Cost:' field with a red 'R' button. Underneath are 'Reorder Qty:' and 'Adjust Stock:' fields with a '0' value. There are also 'Add', 'Minus', and 'Log' buttons. The 'Order At:' field is empty, and the 'In Stock:' field is empty. The 'Vendor:' field has a dropdown arrow and a 'GO' button. Below are fields for 'Part #:', 'Phone:', 'Fax:', 'URL:', and 'Email:'. The 'Notes:' field is a large text area. At the bottom left, there is a green plus sign button.

## What is the Web Store?

The Web Store is a Product Online Catalog with a Shopping Cart integrated into the Products/Inventory system and allows you to upload your inventory catalog to your website and start selling your products immediately.

See an example [here www.aoox.com/store](http://www.aoox.com/store)

We assume that you have read entirely the above part before reading this.

To setup your web store, click "Web Store Setup" on the Products screen.

File Edit Format Align Text Font Line Spacing Size Spelling Style Text Color

Calculator **Web Store Setup** Reset ALL Fields to Default Back

**Contact Us Page Company Info**

Company Name: LMR International, Inc  
Address 1: 3750 Gulf Ocean Dr. #1511  
Address 2: Fort Lauderdale, FL 33308  
Email: Support@123what.com  
Email for Form: Trials@123what.com  
Phone: (800) 713-0457  
Fax: (800) 708-0365  
Currency: \$

**1 2 3 4 5**  
Web Store Selected #1

**FTP coordinates to upload the WEB STORE Pages for Catalog**

Catalog Name: ELECTRONICS #1  
Host IP: 64.202.163.179  
User ID: g0a00x  
Password:   
Domain + Dir: www.300x.com/store/   
Initial Dir: /store/

FTP MAN FILES FTP SETUP CHANGES WHOLE SPEED

**Cart Buy Code** Reset to Default  
Cart E-mail: LMR@123petin.com

**Cart View Code** Reset to Default

**Web Store Link Labels**

| Link Labels | Link URL or HTML Content | Show in Frame            |
|-------------|--------------------------|--------------------------|
| Home        | Home Link Label          | <input type="checkbox"/> |
| Hot Deals   | Hot Deals Link Label     | <input type="checkbox"/> |
| Products    | Products Link Label      | <input type="checkbox"/> |
| Contact Us  | Contact Us Link Label    | <input type="checkbox"/> |

**Web Store Header Picture 700 x 100**

**Welcome to our Web Store**  
**(THIS IS A TEST CATALOG DO NOT ORDER)**

Path /URL Header: C:\Program Files\Power Sales Machine\web store\images\header.png  
Path /URL Logo: C:\Program Files\Power Sales Machine\web store\images\logo.gif  
Path Background: C:\Program Files\Power Sales Machine\web store\images\grec.jpg

Header Text:   
Slogan Text:   
HTML Footer:   
HTML Home: 

Welcome to our Web Store<br /> Please click the

  
Home URL:   
Zoom Images:   
Site Keywords (separated by commas):   
Site Title (one continuous line):   
Site Description (one continuous line):



Please notice there are 5 buttons that represent the different Web Store you can have at any one time.

Be sure to click the Number **1** for now.

## Company Info

Then enter you company data as you want it to appear in the Web Store "Contact Us" page.

**Contact Us Page Company Info**

Company Name:   
Address 1:   
Address 2:   
Email:   
Email for Form:   
Phone:

## Cart Codes

The next section below contains the Cart fields

The Cart Codes default to PayPal codes. Do not change these codes unless you really know what you are doing.

If you have (and you should) a PayPal Business Account be sure to enter your PayPal e-mail in the Cart E-mail field.

|  |  |                                  |
|--|--|----------------------------------|
| <b>Cart Buy Code</b>   | <b>Cart E-mail:</b> <input type="text"/> | <a href="#">Reset to Default</a> |
| <pre>&lt;a href="#" onclick=window.open('https://www.paypal.com/cart/add=1&amp;business=CARTEMAIL&amp;item_name=PRODUCTDESCRIPTION&amp;item_number=PRODUCTID&amp;amount=PRODUCTAMOUNT','cartwin','width=600,height=400,scrollbars,resizable,status')&gt;</pre> |  |                                  |
| <b>Cart View Code</b>  |  | <a href="#">Reset to Default</a> |
| <pre>&lt;a href="#" onclick=window.open('https://www.paypal.com/cart/display=1&amp;business=CARTEMAIL','cartwin','width=600,height=400,scrollbars,location,resizable,status')&gt;&lt;img src="https://www.paypal.com/images/view-cart.gif"</pre>               |  |                                  |

## FTP Coordinates

At the top right of the screen we have the FTP coordinates section

In the "FTP Parameters" box, enter your website's FTP information, including host name, username, and password.

Enter the full Domain + Directory for your store (e.g. www.mywebsite.com/store).

Depending on your FTP server's settings, you may have to change the 'Initial Directory' to something like '/public\_html/store/', simply '/store/', or something similar.

After you've entered your web hosting information, click [FTP MAIN FILES](#) to upload the necessary base files to run your webstore,

and then [FTP SETUP CHANGES](#) to upload your Web Store setup information.


If you change your store's information later, you only need to upload using

[FTP SETUP CHANGES](#) button.

Then, test you Web Store by clicking the  button to the right of the Domain +Dir field

**Web Store Selected #1**

**FTP coordinates to upload  
the WEB STORE Pages for Catalog**

**Catalog Name:**  #1  
**Host IP:**   
**User ID:**   
**Password:**   
**Domain + Dir:**    
**Initial Dir.:**

## Web Store Links

Below the FTP coordinates section is the Web Store Links section.

The first 3 links are like additional pages you can add to your Web Store

You should enter a Link Label which will be added to the left side option list at the left of the Web Store, the link itself is where that link will go.




If you want to show that link-page inside your Web Store (in frame) be sure to check the Show in Frame option.

The Home link es special in the sense that can be used to link to your current site and in this way you can have your current website integrated with your Web Store in seconds. Just add a link back from your current website to your Web Store and presto you have an integrate Web Store right away.

In the Home link is empty then the HTML content (explained in the next section) will be used.

It is perfectly possible to clear the Home Label (by default Home) and eliminate this option from your Web Store (which could be appropriate in some cases)

**Web Store Link Labels**

|  | Link Labels                             | Link URL or HTML Content  | Show in Frame  |
|--|---|---|--|
| <input type="button" value="Edit HTML"/> | <input type="text"/>                    | <input type="text"/>  | <input type="checkbox"/>  |
| <input type="button" value="Edit HTML"/> | <input type="text"/>                    | <input type="text"/>  | <input type="checkbox"/>  |
| <input type="button" value="Edit HTML"/> | <input type="text"/>                    | <input type="text"/>  | <input type="checkbox"/>  |
| Home                                     | <input type="text" value="Home"/>       | <input type="text"/>  | <input type="checkbox"/>   |
| Hot Deals                                | <input type="text" value="Hot Deals"/>  | <input type="button" value="Reset to Default"/> <p>You can change these labels to suit your taste as long as they correspond to their functionality</p> | <input type="checkbox"/>   |
| Products                                 | <input type="text" value="Products"/>   |   | <input type="checkbox"/>   |
| Contact Us                               | <input type="text" value="Contact Us"/> |   | <input type="checkbox"/>   |

## Header and Logo Section

In this section you will set your Header and Logo picture as well as the background image if desired.



Just click the import buttons to do it or paste an URL into the correct fields to use those images. This way you could give the look and feel of your current website to your Web Store with ease.

At the bottom, check "Zoom Images" if you wish for the primary image you uploaded to scale and fit the user's screen (recommended for high res images). Site keywords, Title, and Description will be added to the web store's pages if you so desire.

### Zoom Images




For most cases be sure that the Zoom Image field is marked so you large images look better.



Remember to click  to upload all your changes .



Once your web store is configured on this screen, click  to return to the Products screen.




Be sure that products have the correct marks based on the results you


want to achieve.

- If you mark Hot Deals the product will show in the Hot Deals link in your Web Store.
- If you mark Cart Button the Cart Button will show up in your Web Store so your clients can buy them.
- If you mark Show Price the product price will show in your Web Store .
- Most importantly if you mark Show Product the product will show in your Web Store. So, you can omit from displaying one or many product with ease just by unchecking this field.



At the Products screen, click  at the top to upload the current or selected products to your Web Store. If your press SHIFT when click the button it will upload without prompting and in seconds



Click  to open an inside browser to view your web store. Press SHIFT while clicking to open your Web Store in your external default browser.

This is a picture of how it would look a populated products screen.

| Code    | Description                                | Order | Price    | Tax | Weight | Stock | Status    | Category    |
|---------|--|-------|----------|-----|--------|-------|-----------|-------------|
| P-00006 | HIGH-POWER 300MW RED LASER PEN (BURNS)     | 1     | \$44.30  |     |        |       | AVAILABLE | ELECTRONICS |
| P-00005 | CLASSICAL RUBBER BAND LAUNCHER WOODEN      | 2     | \$7.92   |     |        |       | AVAILABLE | TOYS        |
| P-00002 | UNIVERSAL NYLON MOUNT FOR FLASHLIGHTS      | 3     | \$3.31   |     |        |       | AVAILABLE | SPORTS      |
| P-00004 | NIOBIUM NIB MAGNET SPHERES (EMMI)          | 4     | \$0.91   |     |        |       | AVAILABLE | TOYS        |
| P-00010 | SUPER MINI TV UNIVERSAL REMOTE             | 5     | \$201.50 |     |        |       | AVAILABLE | ELECTRONICS |
| P-00008 | UNIQUE CREATIVE APPLE SHAPED MEMO PAD-     | 6     | \$3.25   |     |        |       | AVAILABLE | OFFICE      |
| P-00001 | UNIQUE CREATIVE PEAR SHAPED MEMO PAD-      | 7     | \$3.51   |     |        |       | AVAILABLE | OFFICE      |
| P-00011 | CIGARETTE- SHAPED BUTANE LIGHTER           | 8     | \$2.25   |     |        |       | AVAILABLE | ELECTRONICS |
| P-00012 | SMALLEST MICROSD TRANSFLASH USB CARD       | 9     | \$1.47   |     |        |       | AVAILABLE | ELECTRONICS |
| P-00000 | WORLD SMALLEST TRANSFLASH TF MICROSD       | 10    | \$1.80   |     |        |       | AVAILABLE | COMPUTER    |
| P-00020 | USB 3.0 FLUXMAGNET                         | 11    | \$18.00  |     |        |       | AVAILABLE | TOYS        |
| P-00003 | MINI TRITANIUM OLYMPIAN HERCULEAN (10-YEAR | 12    | \$13.90  |     |        |       | AVAILABLE | TOYS        |
| P-00005 | SUNGLASS MP3 PLAYER (200)                  | 13    | \$24.21  |     |        |       | AVAILABLE | SPORTS      |
| P-00006 | CUTE LITTLE OUVIS SMART WRAP FOR CABLES    | 14    | \$3.93   |     |        |       | AVAILABLE | TOYS        |
| P-00000 | RACER CAR STYLE USB OPTICAL MOUSE WITH     | 15    | \$3.87   |     |        |       | AVAILABLE | COMPUTER    |
| P-00000 | COOL BALL LAPTOP LEG                       | 16    | \$4.74   |     |        |       | AVAILABLE | COMPUTER    |
| P-00004 | AMMO BATTERY MINI LEATHER CASE FOR CELL    | 17    | \$4.91   |     |        |       | AVAILABLE | TOYS        |
| P-00004 | CABLE STYLE DUAL-POWER 1080M USB 2.0       | 18    | \$7.96   |     |        |       | AVAILABLE | COMPUTER    |
| P-00013 | DIGITAL PRECISION SCALE (200 MAX) (0.001)  | 19    | \$25.23  |     |        |       | AVAILABLE | ELECTRONICS |
| P-00014 | BOSS-BEHIND-YOUR-BACK DESKTOP REARVIEW     | 20    | \$4.40   |     |        |       | AVAILABLE | ELECTRONICS |
| P-00041 | MULTI-COLOR USB GLITTER DECORATIVE MOOD    | 21    | \$11.85  |     |        |       | AVAILABLE | TOYS        |



Finally, go again to the Web Store Setup and click the [Google Submission](#) button to submit your Web Store to the largest search engine in the world with one click.

And by all means, have fun!