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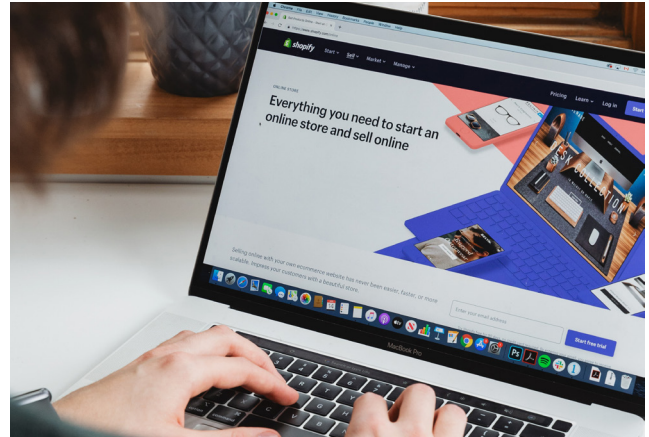


GO DIGITAL: SELL SELL SELL ONLINE!

BY CARLO CALIMON

DEFINITION OF DIGITAL SELLING

Digital selling is the next part that comes after Digital Marketing. The latter focuses on creating awareness and building the brand while expanding reach and the former focus on closing the sale. In essence this part converts the customer into a paying/revenue generating entity. We want to make sure that they take money from their pockets and puts it in our pocket in exchange for the value we provide.



The previous module discussed the changes in the modern-day customer. Their behavior and profile have changed such that their focus has shifted... to the digital space. Because of this, we need to also shift our sales conversion efforts to ride this trend.

Digital selling is the process of leveraging digital channels to find, engage and connect with potential buyers of our products and services. The objective is to build relationships and convert these into actual sales.

COMMON SITES

In the Philippines, the 3 most popular e-commerce channels are: Lazada, Shopee and Facebook. While Lazada is seen to have bulk of the market share, Shopee and Facebook are also commonly sought as a sales channel for Filipinos.

PRACTICAL FRAMEWORK TO DIGITAL SELLING

Before we get into the how to, let's look at some important tips to increase the likelihood of success in the digital space. These tips apply regardless of which channel you select.



1. Product

As an entrepreneur, we need to make sure that the product and services fulfill the promise we make to our customer. That promise is our commitment that we are able to deliver on the value proposition that we communicate. If that promise is not achieved, then it results in an angry customer. This irate customer will not only be lost but may also go online to criticize, bash and possibly even ruin the reputation of the brand. As such, we need to make sure that we are able to fulfill our promise and generate happy customers.



a. Good Photos

“Makuha ka sa Tingin”. When it comes to food, we Filipinos enjoy the scent and smell of our meal just as much as actually eating it. This is the primary reason why Jollibee came up with the age-long tagline, LANGHAP SARAP. However, since we can no longer smell, taste, touch and feel the products we want to purchase we have to rely on our sense of sight.

The importance of good visuals has been magnified by the pandemic. However, this trend has been constant in our lives especially with the dawn of social media. We have become creatures of Sight. As such, we need to make sure that the photos we post are equally as enticing as the products we sell. The nicer and more attractive the photo, the higher the likelihood we will click and check the product out. Catch the attention of your customer.

In addition, there is so much clutter in these platforms as more and more similar or same products are posted by like-minded entrepreneurs. Having great photos will help you stand out from competition.

b. Good Description

Once we take a look at the product, we as customers are particular about the products’ features and details. A good and detailed product description is a manifestation of how confident you are about your product. More importantly, it is a great opportunity to sell effectively and convincingly. Having a good and clear product description also allows you to differentiate against competition. You can clearly highlight your competitive edge and unique selling proposition. This will allow customers to easily compare you with others and make the right choice.



SELL EFFECTIVELY



DIFFERENTIATE



INCREASE
CONVERSION

Having the right combination of the product, photos and description can help elevate your products and your store up the want list of customers. Your ratings can increase and your online scoring will improve as you also increase your sales.

So Focus on your product. Stand out, be noticed, build trust, differentiate and generate more sales.



2. Store

Having your digital store is just as important as your physical store. The nice thing about having a digital store is that it is no longer bound by geography or location. You can be in Zamboanga and sell to Manila or even other parts of the world.

We have to remember that whether it is physical or online, our stores represent us and our brand. As such, design your store with care.

The way your store looks and feels to the customers creates a lasting impression, one that can lead to visits and eventually purchase. A poorly crafted store will just add to the online clutter that customers skip. But an impressive store shows professionalism, credibility and desire to deliver the best. It will lead to sales. If it looks good, feels good, it should lead to more visits and also develop loyalty.



CREATE AN
IMPRESSION



INCREASE
CONVERSION



DEVELOP
LOYALTY

You want to develop a store that creates trust and confidence where customers are comfortable and happy. Doing so will help convert one time customers into recurring customers.

Maximize your page to attract customers, build credibility and trust, increase add to cart, engage customers and build loyalty. Make sure to update your site regularly for fresh content, fresh products so that customers will want to keep on coming back.



3. Visibility

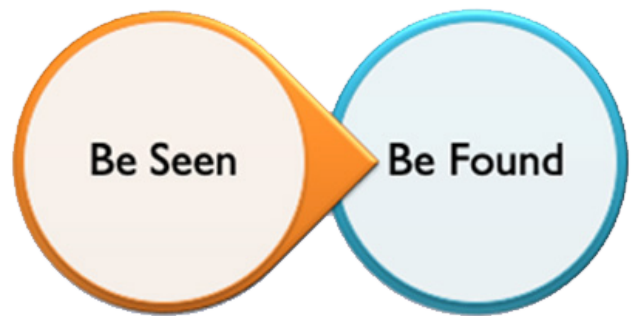
Having a nicely built and designed store that is complete with products, photos, descriptions matched with nice layouts and designs can help you stand out and be seen amongst your competitors. Online marketplaces are generally cluttered with hundreds of thousand of same, similar or similar looking products that differentiating yourself becomes important.

However, standing out based on look and feel can only take you so far. As such, Boosting helps you generate visibility by pushing your presence to markets further. Boosting helps position your products and brand above the rest.

Boost products that have a high likelihood of being sold. Brands normally boost Bestsellers, Campaign products, Promotional products.

Boost to be seen and to be found.

Boosting does not have to be expensive. Just focus on the right product and the right customer.



4. Promotions

We all love discounts and promotions. Great deals catch our attention. It makes us pause. We become curious. We scope. We check. We Buy!

Promotions is a good tool to generate visits to our site, catch the attention of customers and generate awareness about our products. More importantly, it helps generate more sales.

Promotions are a good tool to entice customer purchase and increase their basket size. Timed properly, it can also attract customers from competition.

There are several good promotional tools used in Digital Selling:

a. Vouchers/Coupons

To those who want to go old-school, these are equivalent to your old cut outs found in newspapers or given away in fast food outlets today. It is a type of voucher or discount mechanism that customers can claim at the end of the purchase. These are normally inputted in a box before checkout/payment. This is normally represented by a code.



b. Combo or Bundling

This refers to offering different levels of discounts as you put more items together to encourage customers to buy more or to purchase higher value items with lower value items. Think of this as similar to the value meals in fast food restaurants. For effective bundling, make sure that you push for a quality bundles, set reasonable conditions and join campaigns/events for more exposure.

c. Freebies/Gifts

Is an add on to any purchase made. It is a sellable item given for free as part of a bundle or promotion. When conducting this type of promotion, make sure you have sufficient stock, create clear and simple conditions, make sure you can deliver and make sure you compute for your costs.

d. Free Delivery

Delivering items for free is seen as one of the most effective promotional campaign where you subsidize or give the shipping fee for free to your customer.

Promotions can do a lot of good for stores as they try to engage and sell more. Conducting strategic and tactical promotions can help increase traffic, move inventory, increase basket size, build brand affinity, drive more followers and improve competitiveness. Just be sure to track the impact of effective and non-effective promotions for future engagements. Also, be sure to consider the costs involved.



5. Engagement

Building relationships and loyalty with customers take time. So take the time now. You want to build this relationship early and effectively especially with tight competition. Building rapport with customers is simple but it takes time. All you have to do is Listen, Talk and Interact with them. This will result in customer conversion, increased purchase and long term relationship building.

Engage them in their Moment of Truth. This is the point where the customer is on the brink of deciding whether to purchase or not. Sometimes all they need is a little nudge given the right information or simply just someone to talk to. It will go a long way in the future.



CONVERT CUSTOMERS



INCREASE PURCHASE



BUILD RELATIONSHIP

Simple things like chat, immediate response and good customer service can lead to a loyal customer. As they say, its cheaper to retain a customer than building/creating one. So create one today.

In addition, there are simple things that you can do to do build engagement.

First, make sure to gather and get reviews about your store and your products. Involve your customers in the process. Recent studies have shown that good reviews lead to higher traffic and sales. This is because these reviews are equivalent to your customers' testimonial and feedback. It is a reflection of TRUST and CONFIDENCE in you and your products.

Try to create and encourage your customers to create relevant and appropriate reviews about your products/store. Incentivize them and give them more reason to provide a review or create a rating. Try to get them involved by having them take photos or create a short video testimonial. We guarantee that it helps.

Second, create a livestream. This may not be for everyone. However, creating short videos talking about your products that are fun, casual and simple can do a lot to help drive sales. You may even want to do an online live video contest so as to involve your customers in real time. These are really effective these days.

6. Data

Knowledge is power and data is the basis of our knowledge. This is very important for business owners. Data and analytics is essential to help entrepreneurs understand their business better. Data provides a picture of business performance while also giving a glimpse of the effectiveness of executed programs and campaigns.



Given data is important, all 3 platforms have their own versions of analytics pages. Though packaging may vary, the data points captured is more or less the same.

Looking these pages, an entrepreneur will be able to gather needed information related to sales, promotional performance, campaign performance, delivery, fulfillment and the like. This will lead to the determination of effectiveness of various initiatives while also pinpointing challenge areas.



The data analyzed should help the entrepreneur make better decisions and strategies given the information available. Furthermore, targets can be set more realistically. Lastly, real-time information can be monitored to track performance and determine consistency of various initiatives.

7. Support

The Back End is just as important as the Front End. MSMEs may have limitations in terms of capabilities and capacity to execute key functions to be successful in Digital Selling. External partnerships are critical in ensuring that the entrepreneur is able to succeed in the program. Some of the common support needed are: Delivery, Warehousing, Fulfillment, Customer Service, Graphics, Accounting, Images, Payment and more.

Organizations like Lazada for example has a Service Marketplace which connects the entrepreneur to key resources that can support their endeavor.

Having the necessary support will help the entrepreneur focus on their core business and competence, become more efficient by getting help from experts and they are able to complete their team by augmenting/outsourcing certain functions that are not available internally.

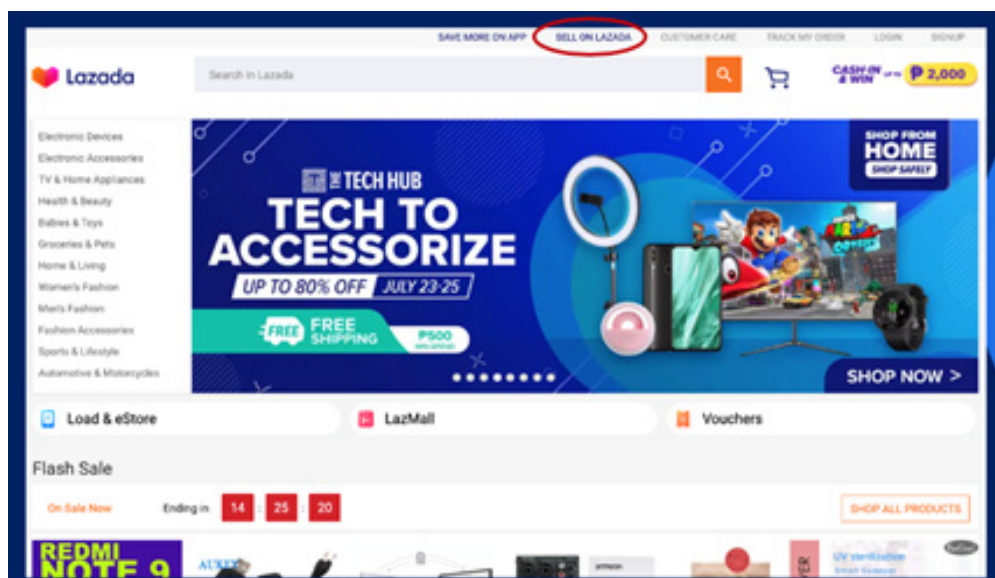


GETTING STARTED

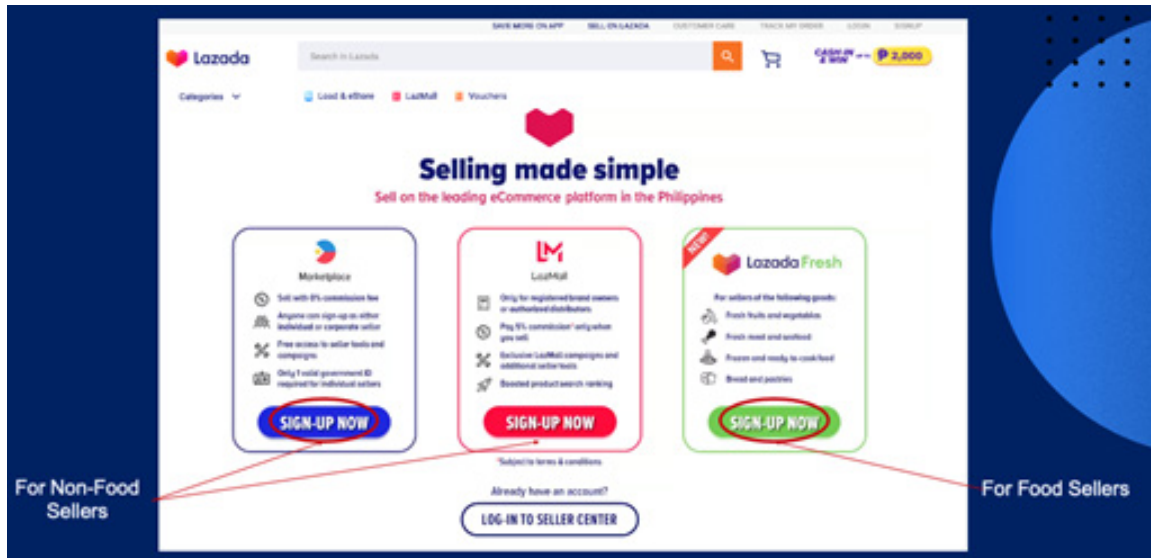
Getting started on the different marketplaces is easy! Simply follow the steps below. Each platform has its own unique process that are simple to follow. Note though that they mostly ask for the same thing.

1. Lazada

Getting started on Lazada is easy. To get started, go to the Lazada page and click on the “SELL ON LAZADA” link found at the top.



It will take you to the page where you can select which marketplace you want to sell on. There you will encounter 3 choices.

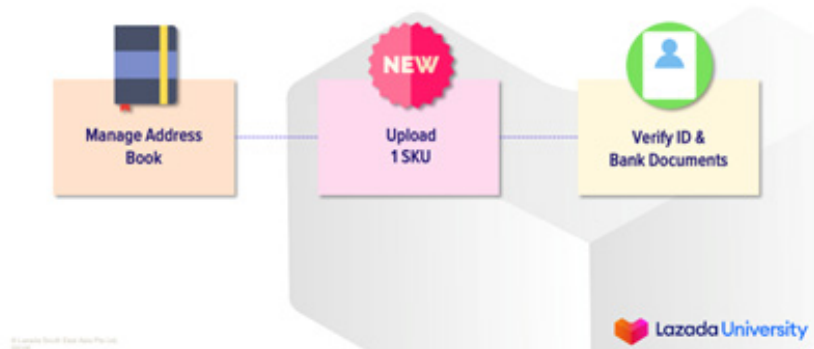


- a. **LazMall** - LazMall is the mall equivalent within Lazada. Only registered business owners will be allowed to sell in this platform.
- b. **Marketplace** – Marketplace is the location for businesses starting to sell online whether you are an individual or corporate seller. It is recommended that businesses new to online selling register here. Once your businesses grow and becomes a registered company, then they can move to LazMall.
- c. **Lazada Fresh** – Lazada Fresh is a new addition to the marketplace. This is where sellers of perishable goods are recommended to create their stores. The interface is similar to Marketplace but is specific to perishable items like food (fresh vegetables, meat etc). If you are a food seller but your products have long shelf lives (bottles, canned, packed, processed) it is recommended that you sell in the Marketplace.

Once you have selected which channel you want to enter, provide your contact number and sign up. **IMPORTANT:** please be sure to enter the right mobile number as this is important to verify the account. You will receive an SMS to help verify that the account is legitimate.

Once verified you can now take 3 easy steps to set up your Lazada account.

3 Easy Steps To Start Selling On Lazada



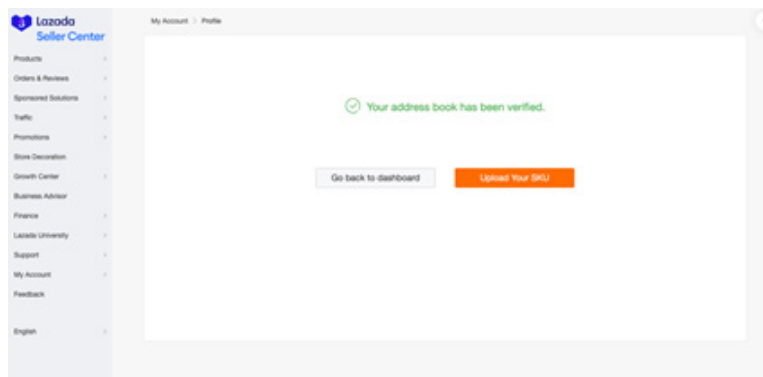
a. Manage Address Book

After entering your contact information, it is important to manage your address book. You have to determine your warehouse address, business address and return address. These are critical as this will determine how you will manage the in and out of products/orders you will receive. You may choose one address for all three addresses. Just make sure to put in the right address.

Step 1: Manage Address Book

Fill in your Warehouse Address, Business Address & Return Address.

Once you enter the right addresses, you will be given the option of going back to the dashboard or uploading your SKU.



Clicking on the former will take you to the main dashboard of your SELLER CENTER.

THE SELLER CENTER

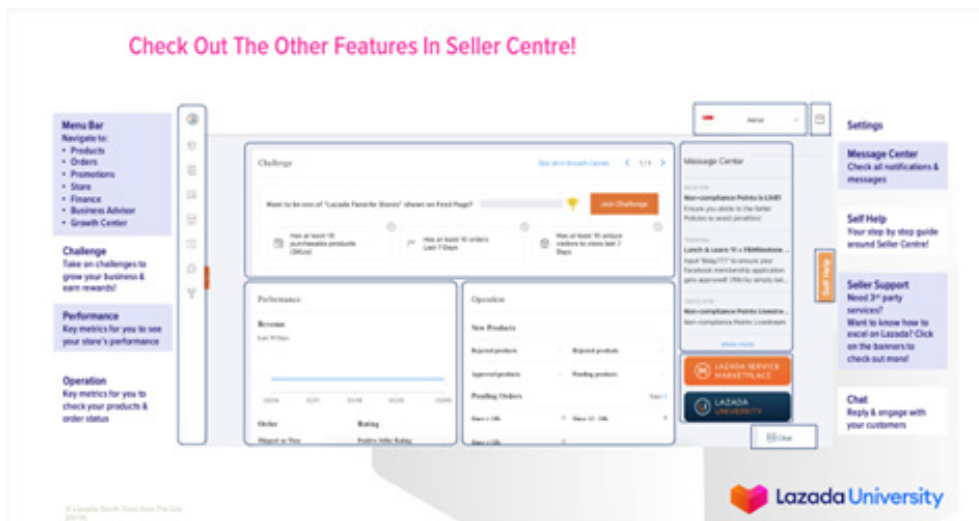
The Seller Center is the platform that allows you to manage your online activities in Lazada. The Seller Center main page will show you all the basic information you will need about your business in Lazada. It contains information about your products, sales, tasks, performance and more. All you need is to study and understand the information and use these to properly run and grow your business.

Your Seller Center will contain:

- Menu Tab – which depicts the different parts of the Seller Center
- Pending Orders
- Order Summary
- Merchant Name
- Sales Summary
- Latest News

In the Seller Center, you can:

- Manage your products
- Update Stock and Prices
- Manage your orders
- Check Commission and payment terms
- Monitor status of returned items
- Check you Financial Status
- Check News and Updates from Lazada



To access your Seller Center account, simply login with your login ID (after your initial setup).


When you have the chance, navigate and check the different parts of your Seller Center. It is a powerful tool to help you grow your business on Lazada.

b. Upload your SKU


The next important step is to Upload your SKU or your first product. This is an important step. Without doing this, you will not be able to continue with the creation of your Lazada shop.

Click on the Products link on the left hand side of the screen where you will find the Menu. Click on add Products.


Step 2: Upload SKU




On Seller Center, click on Products -> Add Products



Fill in your Product Name, choose the right category for your product then fill in your Brand & Model



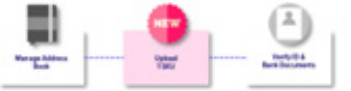
Note: Sequence of filling up the product attributes varies.

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Be sure to fill in the Product Name and other information. Be sure to find the right product category for your product otherwise customers will have difficulty finding you in the store. Also, be sure to provide as much relevant information about your product.


Place the proper description of your products. Be sure to highlight the great things about your product and how it can be valuable to the customer. This is your chance to showcase your wonderful product to your customers.

Upload SKU



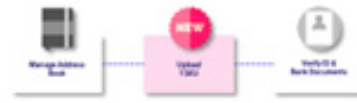
3. Add in product descriptions to help customers understand your products better



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After putting in the right description, enter the Package Weight and Dimensions.

Step 2: Upload SKU



4. Add in Package Weight & Package Dimensions

Package Weight (kg) * Package Dimensions (cm) * Length Width Height

Difference between Package Weight & Package Dimensions:

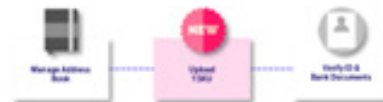


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Enter additional information especially if there are other types/specifications of the same product. Enter quantity available, promotional price etc. Do not forget to Publish after.

Step 2: Upload SKU



5. Add in other product details eg, the color family if you have multiple variations
6. Add in SellerSKU (for your own reference), Quantity (your available stocks), Price & promotional price & date if any.
7. Remember to click Publish when you are done filling all information!

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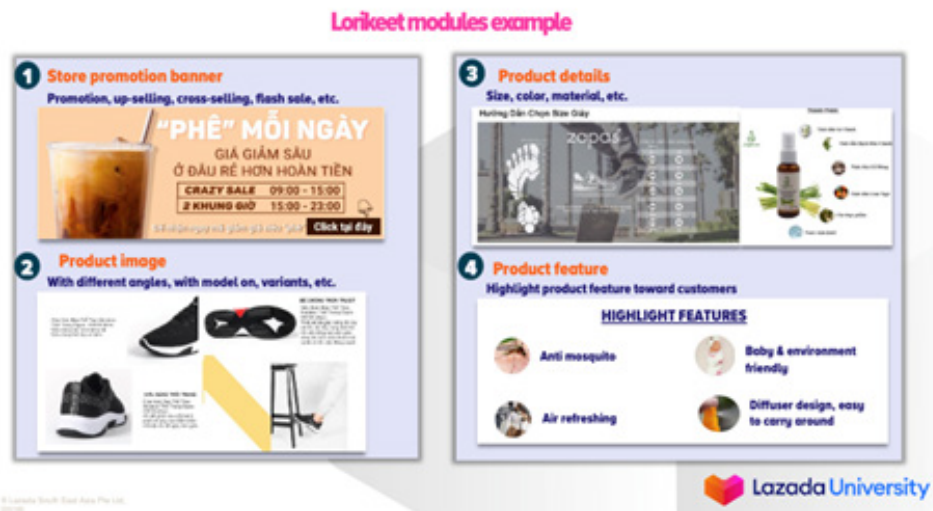
Just some friendly reminders from Lazada:

- Do not copy images from the Internet and use as your own. Take your own beautiful photos. You can do this yourself or hire someone to help you. It is easy and affordable.
- Be sure to abide by Obscenity Guidelines
- Always ensure your products are 100% authentic.
- Do not use copyrighted or trademarked content in your product titles and descriptions
- Do not sell any prohibited or controlled products

LORIKEET

Once you are comfortable with Lazada and have set up your initial account, try out LORIKEET. LORIKEET is Lazada's decoration tool for Product Description. It makes your store nicer and more attractive for customers.

Lorikeet has been shown to be an effective way to communicate product benefits, provide beautiful product content, reduce back and forth in relation to basic product information, helps you differentiate from competitors and has shop recommendations/campaign features. TRY THIS OUT WITH YOUR MENTOR!



c. BANK DOCUMENTS

Make sure that you are not only able to sell but also collect from your sales. Setup your bank documents accurately on Lazada. Provide all the information required. Prepare your:

- Bank Information
- ID

Please have these on-hand so that you do not encounter delays when setting up your account.

Finance (Payouts)

Payments of orders made from Monday to Sunday will be given the Thursday of the following week



Check payouts through Seller Center > Finance > Account Statement

NOTE: Payments of orders made from Monday to Sunday will be given on the following Thursday. Payments will be automatically debited to the account you provided so please be sure to check and make sure that you provide all the information required.

For concern, you can check on your account by clicking on the Finance link in the menu bar and check account statements.

CONGRATULATIONS! You have set up your store.

Once you complete the 3 steps mentioned, you will receive a special treat from Lazada - 1 Free Seller Pick. A seller pick is like a token that allows you to post sponsored materials for boosting on Lazada. There are several ways to get a Seller Pick whether it is achieving your quota or hitting sales targets etc. Ask your Mentor more about this.

MANAGE YOUR ORDERS

Be sure to check the status of your orders regularly once you create your account and upload all your products on Lazada. Be sure to check first thing in the morning and every 2 hours (suggested) thereafter. This will ensure that you are able to process and prepare for orders swiftly and arrange for immediate delivery. Customers expect swift and accurate delivery. It is all about speed. If an order isn't shipped within 24 hours, customers tend to cancel orders. Check your Seller Center and facilitate pick up for the ordered items.

FULFILLMENT

Lazada offers 3 ways to Fulfill your order:

a. Drop Shipping – Drop shipping occurs when Lazada goes to you to pick up your products for shipping. Here are the steps:

- You get notified on Seller Center and via email about an order
- You pick and pack your products
- You prepare all necessary documentation
- Click on “Ready to Ship” on your Seller Center
- LEX picks up the items from your registered warehouse
- Order status changes to “Shipped”
- The customer receives the item
- Order status changes to “Delivered”

b. Drop Off-Points – This happens when you take the ordered products to a designated drop-off point. This is normally at a 7-11 or Shell station among others. Check the list of authorized drop-off points. The process are as follows:

- You get notified on Seller Center and via email about an order
- You pick and pack your products
- You prepare all necessary documentation
- Click on “Ready to Ship” on your Seller Center
- Bring the packed items to your nearest drop off point and have it scanned by representatives of the location
- LEX picks up the items from the drop off point
- Order status changes to “Shipped”
- The customer receives the item
- Order status changes to “Delivered”

c. **Fulfillment by Lazada** - This is offered to online sellers that have reached large volumes. This will entail shifting warehousing to Lazada. Lazada will take care of fulfilling the order once an order comes in. Here are the steps:

- You deliver products to Lazada Compound
- Lazada will pick and pack orders once orders come in
- Order status changes to “Ready to Ship” on your Seller Center
- 3PL picks up items from Lazada
- Order status changes to “Shipped”
- The customer receives the item
- Order status changes to “Delivered”

PACKAGING

Product packaging is just as important as the product itself. From a practical perspective, the packaging has to be able to withstand the rigors of shipping. It must withstand at least 4 trips. A badly packaged product can lead to product damages and irritate the customer. This is part of the overall shopping experience of the customer.

Some tips on packaging:

- Always use original packaging
- Put your product in an outer protective box. Use the right box type of hard carton
- Make sure that the spaces are properly filled. Use filling materials (bubble wrap etc). Lazada can provide Lazada branded materials

Use the right materials.



Proper Packaging for Various Items

GENERAL RULE

Different tracking numbers

Orders that generated two different tracking numbers should be packed **separately**.



Place all small parts and freebies in a bag and include it inside the parcel



Seal the box with packaging tape using the H-tape method



Mark fragile items accordingly

Use the right package/tracking numbers.

PACKAGING GUIDELINES:

a. For Pouch:

Proper Packaging for Various Items



POUCH

For fabrics and similar materials:

1. Wrap the item in cement paper
2. Place the item in the pouch
3. Seal the pouch properly

For cords, small cables and similar materials:

1. Place all parts in a plastic bag
2. Cover the bag with bubble wrap
3. Place the item in the pouch
4. Seal the pouch properly

Anything that will get deformed when shipped in a pouch should be boxed.

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b. For Odd shaped items:

Proper Packaging for Various Items

Odd Shaped Items

Odd shaped items without original packaging should be wrapped with bubble wrap then placed in a box with fillers to prevent the item from moving.



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c. For Small to Medium Items:

Proper Packaging for Various Items

SMALL TO MEDIUM-SIZED ITEMS



Products that are in boxes should be wrapped at least **twice** with a **bubble wrap**.

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d. For Small to Medium Items (Liquid):

Proper Packaging for Various Items

SMALL TO MEDIUM-SIZED ITEMS (Liquid Products)



The **cap of the liquid items** are **required** to be properly **wrapped** with tape / shrink wrap then secured with bubble wrap to **avoid spillage and damage**.

Liquid items **should be** placed in a **box**. If a liquid item show signs of leak, this will automatically be cancelled for delivery.

Fragile and liquid items should **NOT** be placed in a pouch.

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e. Large/Bulky Items (Electronics):

Proper Packaging for Various Items

LARGE / BULKY ITEMS (Electronics in transport box)



PROTECTIVE WRAPPING

1. Seal the box properly
2. Wrap the packaging box in sufficient bubble wrap and shrink wrap

Proper Packaging for Various Items

LARGE / BULKY ITEMS (Electronics in transport box)



PROTECTIVE WRAPPING

Make sure that the original packaging is enough to protect the actual item.

- Dual-walled corrugated packaging box
- Has bubble wrap or foam to protect the item from any form of damage
- Has styrofoam to keep the item from moving during transit

Proper Packaging – Electronics in Transport Box

Electronics in transport box – Protective wrapping



Make sure that the original packaging is enough to protect the actual item.

- ✓ Dual-walled corrugated packaging box.
- ✓ Use bubble wrap or foam to protect the item from any form of damage.
- ✓ Use Styrofoam to keep the item from moving during transit.

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f. Liquid Products:

Proper Packaging – Liquid Products

Liquid products – Sealed caps



1. Seal the cap with proper adhesives and cover.
2. Place it in a packaging box.
3. Fill the box with fillers to prevent the items from moving.
4. Seal the packaging box.



Use empty egg cartons to improvise bottle caps.



Use dividers for multiple liquid items in 1 box.



If packaged correctly, you should not be able to feel the bottle's shape.

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Labeling Guidelines:

Be sure to label your packages properly and accurately. Be sure to print the necessary documents and include in the package. Be sure to print the right number of copies to avoid delays/returns.

Take note of the following:

a. Airway Bill

Important Documents

AIR WAYBILL



Shipping label printed in paper should be in a document sleeve



Shipping label printed in paper



Shipping label printed in sticker

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Important Documents

Jasper Manalo		Sender
Invoice from: 26-Oct	Invoice to: 26-Oct	STA
Order Number: JOM785R000180214		H-JPR-A7
Tracking Number: SC0008762637		GMA
LAZADA	Bill for: The April Show	Origin: 98%
	Weight: 0.0000kg	
		LEX PH
		200785R00180214
Consignee: Jasper Manalo Company: LAZADA (PHILIPPINES) Address: 10th Floor, 10th Floor B, Plaza Towers, Santa Rosa Road, San Antonio, Marikina City		
Barcode 1: 200785R00180214 Barcode 2: 200785R00180214		

AIRWAY BILL

- Print 2 copies of the air waybill
- Printer specifications:
- Margin: Default
- Check Headers and Footers
- Orientation: Portrait
- Size : A6

Please ensure that your barcodes are clear and complete upon printing. Report any incomplete and unscannable barcodes to our PSC department.

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b. Carrier Manifest

Important Documents

SELLER CENTER
Merchant name: [REDACTED]
Carrier manifest printed on: Wed Feb 01 10:47:28 GMT+08:00 2017

Order Number	Parcel Tracking Number	Number of Pieces in Parcel
1000000000	1000000000	1
1000000000	1000000000	1

Year Number of Parcel: 2
Date: Wed Feb 01 10:47:28 GMT+08:00 2017

Signature of Seller: _____
Signature of Additional Seller: _____

CARRIER MANIFEST

- Print 1 copy of the carrier manifest
- Merchant should sign the carrier manifest and give it to the pickup team
- Pickup team should also sign as merchant's proof of handover
- Ask the driver to sign the carrier manifest.

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c. Sales Invoice

Important Documents

SALES INVOICE No.: 0001

Seller Name: [REDACTED] Buyer Name: [REDACTED]
Seller Address: [REDACTED] Buyer Address: [REDACTED]

Item No.	Qty	Unit	Description	Unit Price	Amount
TOTAL AMOUNT					100.00

Prepared By: _____ Checked By: _____ Received By: _____

SALES INVOICE

- All merchants should issue a sales invoice per order in compliance with local laws
- Place the sales invoice inside the parcel before you seal it
- The sales invoice, air waybill, and the item should match!

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COMPLETING AN ORDER

Completing an order is easy. Just follow the steps below:

1. Click on Manage Orders on the Menu Bar
2. Click on Pending to see pending Orders
3. Click Invoice to assign an Invoice number (for better tracking)
4. Click Ready to Ship once the product is ready for shipping

LAZADA SELLER CENTER

Home > Orders > Manage Orders

Orders Overview

Click Orders > Manage Orders

Click Pending to view pending orders

1 Manage Orders

2 Pending (1) / All (1)

3 INVOICE

4 Ready to Ship

Click Invoice to input Invoice Number

Click Ready to Ship only after item is packed and ready to be shipped

Order Number	Customer	Product	Order ID	Payment	Order Date	Last Date

- Print the invoice (1 copy) and place it inside packaging.

Completing Your 1st Order

Print
Total: 2 sheets of paper

5 **Print** Cancel

Click Print - 1 copy would suffice

Destination: KONICA MINOLTA C25...
Change...

Pages: All
eg. 1-5, 8, 11-15

Copies: 1

Layout: Portrait

Color: Black and white

Options: Two-sided

+ More settings

Print using system dialog... (Ctrl+Shift+P)

Print the invoice & place it inside the packaging

*Do not display the invoice outside packaging

MINOLTA Lazada Seller Center
ASC Test 13
108 Jalan Sultan Iskandar 0100000000
GST Registration No.:

TAX INVOICE
Invoice Number: 33
Order Number: 302277729
Order Date: 21 Oct 2018
Invoice To: Dams
Invoice Date: 21 Oct 2018

302277729

BILLING ADDRESS **SHIPPING ADDRESS**
No. 10, Jalan (PMK), Taman Orkid Dawa, Cheras 56000 No. 10, Jalan (PMK), Taman Orkid Dawa, Cheras 56000
Kl, Selangor-Pingpong.my@minolta.com Kl, Selangor-Pingpong.my@minolta.com
Contact Phone: 0152275488 Contact Phone: 0152275488

Payment Method: Credit Card / Debit Card
Your ordered items for 302277729

#	Product name	Seller SKU	Shop SKI
1	Test SKU (Please DO NOT place orders) ASC Test 13 (SKU - EL)	ASC Test 13 SKU - EL	DET062L 1708000

Sub Total
Lain Lain
Total
Ship

Minolta and/or its subsidiaries and/or its agents are not responsible for any damage to your data.

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- You will be notified if your invoice has been printed

Completing Your 1st Order

Retail Price (P)	#	Status	Printed (P)	Actions
27.00	2	Pending	✓	6 Ready to be printed Invoice printed > Green ✓

Order No. (P)	Order date (P)	Order Type	Pending Size (P)	Payment Method	Retail Price (P)	Status	Shipment Time (SL)	Printed	Actions
37436667002719	01 Jan 2018 19:58	Normal	4 items	COD	875.00	pending	21 Jan 2018 0.0 hrs left	✓	Print Cancel
37436667002719	04 Jan 2018 19:53	Normal	3 items	COD	795.00	pending	08 Jan 2018 21 Jan 0.0 hrs left	✓	Ready To Ship Print Cancel
37436667002719	04 Jan 2018 19:53	Normal	3 items	COD	1272.00	pending	08 Jan 2018 21 Jan	✓	Ready To Ship Print

Number of items that are bought by the customer in a cart.

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7. Click on Ready to Ship once the item is properly packed and ready to ship.
8. Check that you have an assigned tracking ID for the order
9. Make sure that shipping labels are printed clearly

Status	Printed	Actions
Pending		Ready to Ship Cancel

7 Click Ready to Ship only when item is ready to be dropped off / collected by 3PL.

Invoice ID have been saved

Order No.	Items	Provider	Tracking ID	Invoice Number
338118836	1		114021137381	11

8 Tracking ID – Track your parcel delivery using this ID

9 Make sure the shipping labels have been printed clearly and are not smudged.

Shipping Labels **Ready to ship**

[Change shipment](#)

Printing Of Shipping Labels

Print 1 sheet of paper

Destination:

Pages:

Pages:

Layout:

Size:

More settings

Select Portrait

Select A6 size to print

Click Print

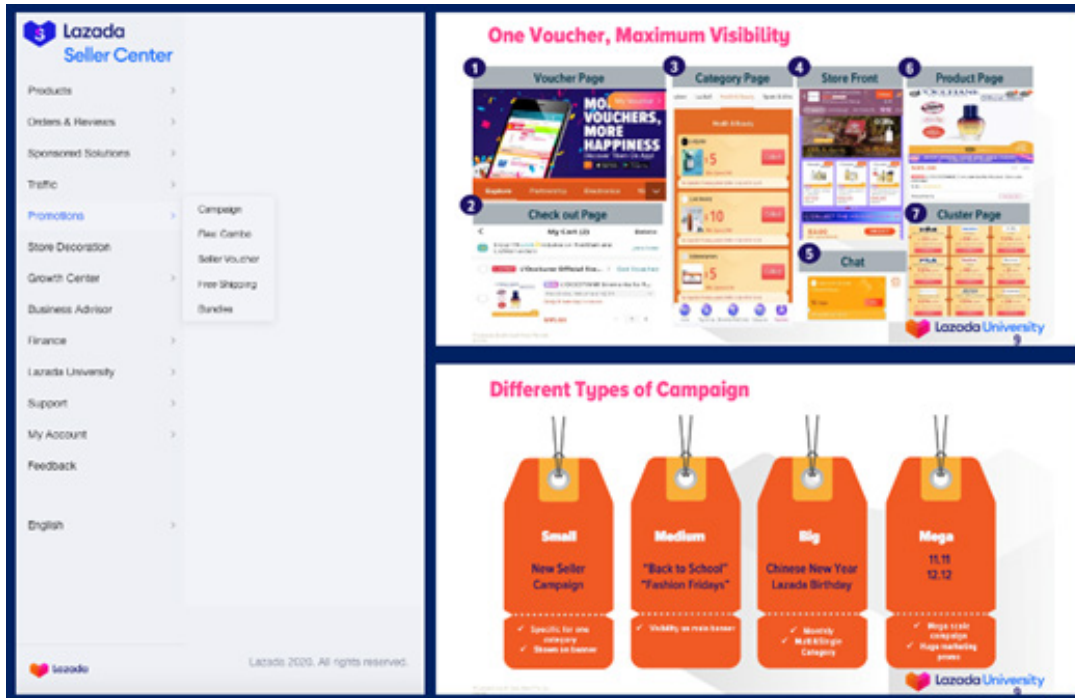
1. Print 2 copies of shipping labels (if paper), 1 if sticker
2. Receiver Copy – stick on the parcel's largest area available.

Reminders when completing the order:

- Print the Invoice
- Pack your product well
- Print selected 3PL shipping label
- Stick selected 3PL shipping labels on the packed product
- Update Seller Center status to Ready to Ship
- Drop your product or wait for 3PL to pick up the package

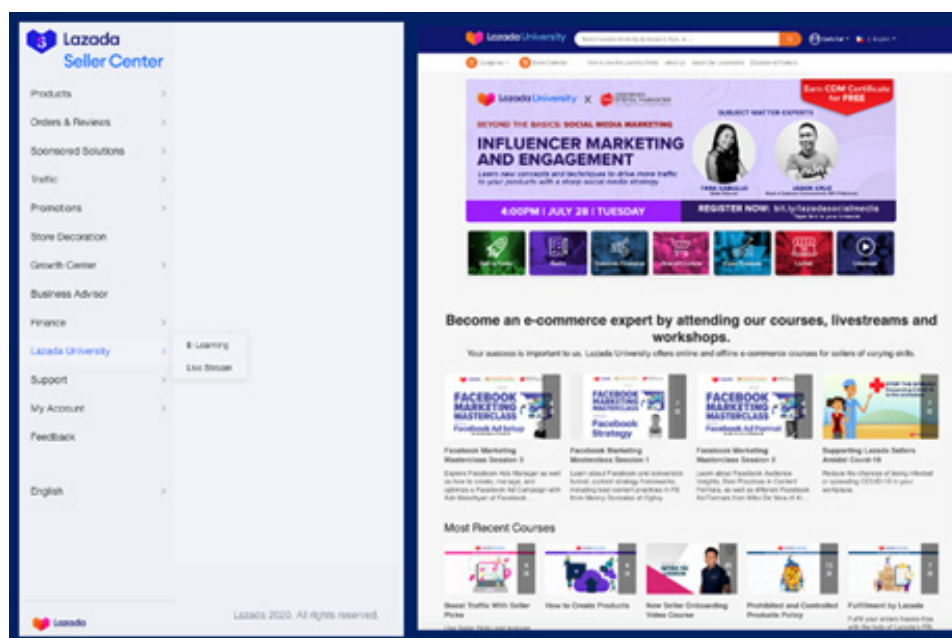
BOOST YOUR SALES

Promote your store by joining various campaigns. Lazada has a lot of different programs scheduled to allow you to push and sell your products more. Check the Seller Center regularly for updates. They also contact you via SMS or email to notify you about upcoming programs.



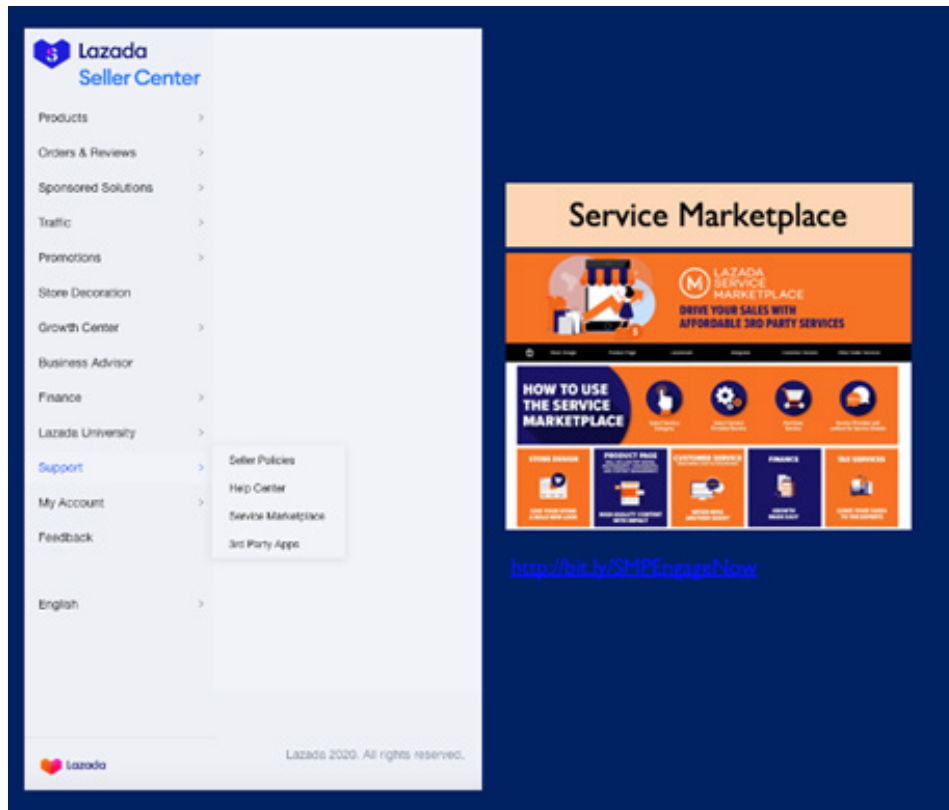
LEARN MORE

LAZADA UNIVERSITY provides sellers an opportunity to learn more about the platform to help optimize their performance on the site. Videos, cases and presentations are available by simply going to the Lazada University portion found on the Menu tab. Various topics are also available that can help you maximize your Lazada experience.



SERVICE MARKETPLACE

Lazada aims to help all sellers. As such, they created a service marketplace that connects sellers to various resource providers that can augment and improve the selling capabilities of a seller. These can be found under the Support section found in the menu tab.



LAZADA's Seller Center is a powerful platform that contains various tools to support the seller's experience. To learn more, tinker with your Seller Center Account and explore. You can also learn more by going through the different Lazada University modules for sellers or you can also ask your mentor for advice.

2. Shopee

Selling on Shopee is just as easy. But before you get started, it would be good to have the following:

- Mobile Phone and/or computer/latop
- Internet Connection
- Bank Details (where your earnings will be sent)
- Pickup address

For registered companies

- BIR 2303/Certificate of Registration
- DTI/SEC Permit
- Collection receipt and sales invoice.

Getting started will only take you 6 easy steps:

1. Create an account & set up your profile

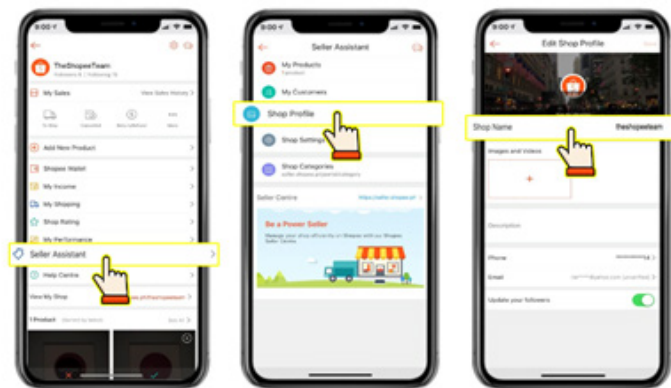
To begin in Shopee, simply download the app or go to the Shopee website. This is available on both the Appstore or Google Play Store.

Once inside, click on Seller Assistant, click on Shop Profile then put in your details including your Shop Name, Description, Mobile number, Email and upload the necessary photos. Similar to the other platforms, these are critical when you are setting up your site.

First: Create an Account and Set Up Your Shop Profile



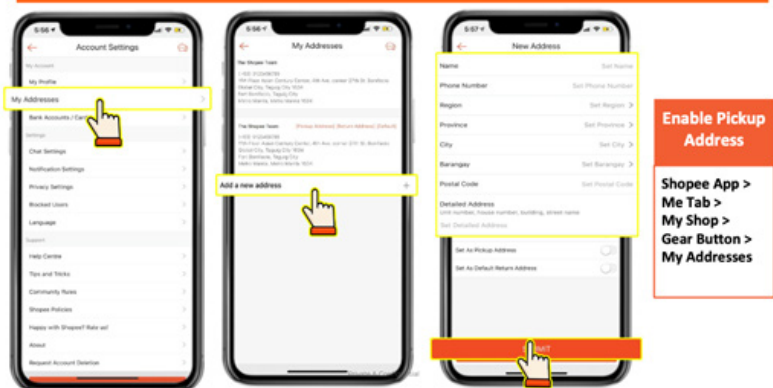
First: Create an Account and Set Up Your Shop Profile



2. Enable pick-up address

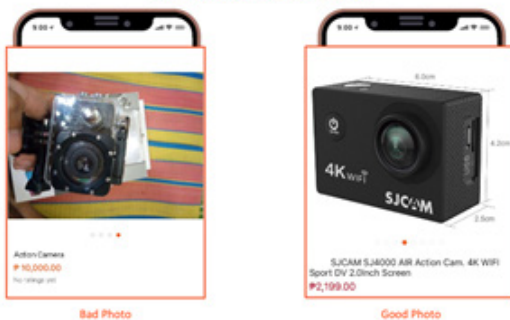
Enable your pick up address by going to account settings, click on the Me Tab, go to My Shop, My Addresses, then Add a new address. Be sure to enter all relevant information as this will be the basis for where your good will be picked up. Then click on Submit to finalize the changes.

Second: Enable Pick up Address



Third: Upload your First Product Posting

Choosing the Best Photo



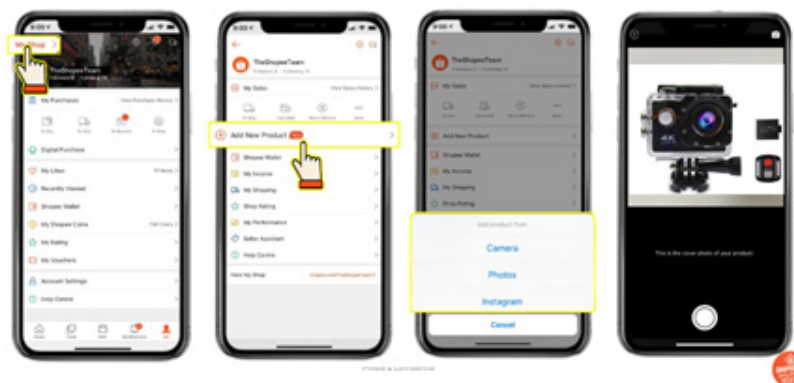
3. Upload your First Product Posting

Start by uploading your product photo. Uploading a photo is easy. Be sure to have the photo ready beforehand. As mentioned, follow the specifications shared previously. Choose nice photos. Having a white background helps.

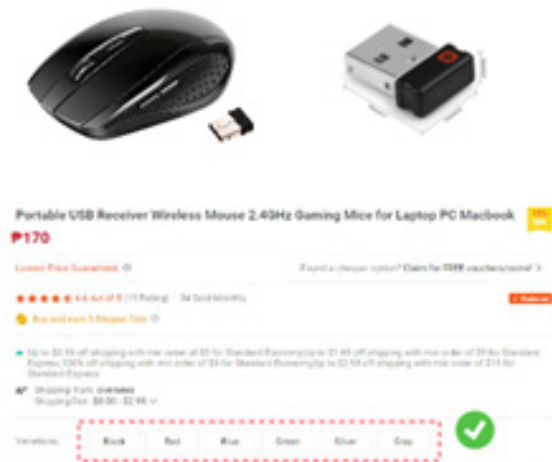
To upload your first photo, simply go to My Shop, Click on Add New Product, then choose the source of your photo. This can be saved on your photos, you can take a new photo or get it from your Instagram account. But be sure to choose the best photo that represents your product.

After uploading your product photo, it is time to put in your product description. As discussed, please be as specific and complete as possible. Fill in the details as much as you can. Shopee's interface allows you to be as specific as you can even with multiple products are involved.

Third: Upload your First Product Posting



Have a clear and concise Product details



Provide product variation

Informative Description

- Resolution: 400-1600CPI conversion
- Wireless transmission, the longest sensing distance up to 10-15 meters
- Mouse type: Wireless Optical Mouse up to 10 meters of operating distance with 6 Keys, including Scroll Wheel, Page Forward and Page Backward buttons for easy Internet Surfing
- Portable and weight light, very convenient to carry and store
- Size: 95*54*30mm
- Interface: USB
- Specification
 - Power Supply: 2 x AAA Battery (Not included)
 - Power switch for save power
 - Mini adapter Plug and play
- Package include:
 - 1 x 2.4GHz Wireless Mouse
 - 1 x USB receiver

Complete Attributes

Category:	Computers & Peripherals > Computer Peripherals > Mice
Model:	Wireless Optical Mouse
Connectivity:	Wireless
Backlight:	Yes
Warranty Period:	1 Month

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Try to label and structure your name as shown in the specifications. The prescribed format is Brand + Product Model + Specifications + Size. This will help to allow the system to filter products better during product searches.

Detailed Requirements: Structured Product Name

Offer buyers an easy-to-read product name using a proven format

Product name format = Brand + Product model + Specification + Size

1 Brand	2 Product model	3 Specification	4 Size
<p>Garmin Fenix 6 SX Slate Gray</p> <p>P51,815</p> <p>Xiaomi Gen 2S Powerbank 10000 mAh (2 USB Ports)</p> <p>P997</p>	<p>Herschel Supply Co. Dawson Backpack 20.5L</p> <p>P999</p> <p>Xiaomi Gen 2S Powerbank 10000 mAh (2 USB Ports)</p> <p>P997</p>	<p>Dell XPS Ultrabook - 13.3" - Core i7 8550U - 16GB RAM - 512GB SSD</p> <p>P25,000</p> <p>Nike Roshe 2 - Pure White</p> <p>P3,758</p>	<p>Innisfree Green Tea Cleansing Foam (30ml)</p> <p>P250 P85</p> <p>YEOS Justea Green tea white grape 250ml X24</p> <p>P249</p>

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Arrange accordingly the Product Variations

Enable two-tier variation for product listings to assist buyers in selecting their desired variation of the product.

Color: Black White Gray-Blue Sky Blue Navy Blue Apricot

Size: M XL XXL 3XL L

Do not mix different product variations into a single-tier as it will cause inconvenience and confusion to the buyers.

Variations: Blue_M Blue_L Blue_XL Blue_XXL Grey_M Grey_L Grey_XXL White_M White_L White_XL White_XXL White_XXXL Blue-L Blue-XL Blue-XXL Blue-XXXL Black-M

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For stores with multiple products, you can also arrange your products based on variation. This will make it easier for customers to shop for your products.

4. Choose the Right Category

Choosing the right category is easy. Just simply choose based on the selection below.

Fourth: Know Shopee's Categories














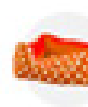
 Men's Apparel	 Mobiles & Accessories	 Home Entertainment	 Gaming	 Babies & Kids	 Home & Living
 Women's Apparel	 Health & Personal Care	 Makeup & Fragrances	 Home Appliances	 Laptops & Computers	 Cameras

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Fourth: Know Shopee's Categories



 Groceries	 Toys, Games & Collectibles	 Women's Bags	 Women's Accessories	 Women's Shoes	 Hobbies & Stationery
 Sports & Travel	 Men's Bags & Accessories	 Men's Shoes	 Motors	 Digital Goods & Vouchers	 Pet Care

Photos & Confidential



5. Ship via Shopee's Partner Couriers

Shipping a product is easy. Once an order is received, the seller is notified about the potential sale. The seller in turn has to prepare the item and ship to the buyer. To successfully fulfill the order, a seller has to understand what it entails to complete the order.

How to Ship

When a buyer orders in Shopee, the seller is notified about the potential sale. Seller then will prepare the item and ship it to buyer. To avoid returns and refunds, seller must properly package item.

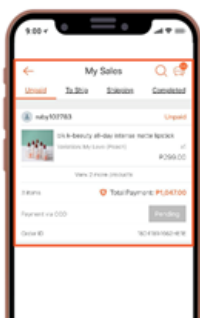


Shopee has a variety of shipping partners to choose from. These partners have been selected based on their capability to ship to different locations.

Fifth: Ship via our our Partner Couriers



Fifth: Ship via our our Partner Couriers





A notification will be sent to you every time someone orders from your shop, and that order will remain in this tab until buyer's payment is verified.

- ✓ **Cash on Delivery**
 - Verification of your COD order may take up to 15-30 mins
- ✓ **Non-COD**
 - Payment will be verified and a notification will be received within 24 hours after settlement

Credit/Debit Card	Real time validation
Shopee Wallet	Real time validation
Cash on Delivery (COD)	15-30 mins. confirmation of order
Remittance/Payment Centers	Up to 24 hours (depending on the channel)
Over-the-Counter (OTC)	Semi/Real time (may require manual validation of user)
Online Payment	Real time (may require manual validation of user)
Bank Transfer	24-48 business hours

Sellers will be notified if an order is placed for a product in your shop. Depending on the payment method, verification may take some time. Cash-On-Hand Delivery may take up to 30 minutes to verify while Non-COD transactions may take 24 hours to validate.



Fifth: Ship via our our Partner Couriers

Pouch	Own Packaging
 <p>For INTEGRATED courier pouches - weight for all parcel size should not exceed 5kg., make sure that your buyer's orders can still fit inside the pouch. The list of Couriers serving and picking order in pouch sizes are:</p> <ul style="list-style-type: none"> • Xpost Integrated • Black Arrow Integrated • NinjaVan Integrated • 2GO Integrated 	 <p>For OWN PACKAGING shipments - volumetric weight will be considered and affect the order's shipping fee, make sure to read the following if you are activated with an "own packaging" courier:</p> <ul style="list-style-type: none"> • BAE Own Packaging • Ninja Van Own Packaging

Be sure to pack your products properly. Be sure to follow packaging protocols of the partner shippers.

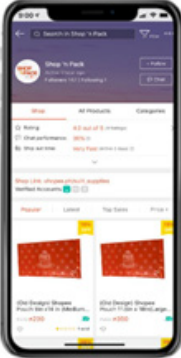
Also, be sure to know the actual weight and dimensions of your products.




Order Fulfillment Process: Understanding Free Shipping Policy

ACTUAL WEIGHT	DIMENSIONAL WEIGHT
<p>Actual Weight can be measured using a weighing scale</p> 	<p>Dimensional Weight is formula-based</p>  <p>length (cm) x width (cm) x height (cm) = Dimensional Weight (kg) 3500</p>

*Discrepancy between ASF (Actual Shipping Fee) and ESF will be paid by the seller, so it is important to get the exact dimensions of the product.

Order Fulfillment Process: Properly Packing your Orders





SMALL	MEDIUM	LARGE
		

- Small - 6"x11" - 5kgs max.
- Medium - 9"x14" - 5kgs max.
- Large - 12"x18" - 5kgs max.

Use the right packaging and pack the products snugly and securely into the package.

Order Fulfillment Process: Properly Packing your Orders

			
<p>Packaging Quality</p> <p>Securely wrap your products in packing material such as bubble wrap and adequate inner-filling mater (e.g. foam wrap, foam peanuts, crumpled paper, corrugated inserts)</p>	<p>Quality of Seal</p> <p>Ensure that you seal all edges and/or openings of the packages properly</p>	<p>Special Remarks</p> <p>For special products, use special labels which are eye-catching and easily visible</p>	

Some sample packaging techniques are shown below:

a. For Fragile Items

Order Fulfillment Process: Properly Packing your Orders



How to properly pack your **FRAGILE ITEMS** orders:
Ninja Van OP or/and **Black Arrow OP**



Step 1

Wrap the item(s) using bubble wrap with at least 5 rounds



Step 2

Place item(s) inside a dual-corrugated box filled with fillers



Step 3

Use packaging tape to secure any openings of the box and special instruction such as "Fragile" or "This Side UP"

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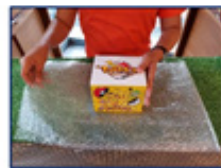


b. For General Goods

Order Fulfillment Process: Properly Packing your Orders



How to properly pack your **OWN PACKAGING** orders:
Ninja Van OP or/and **Black Arrow OP**



Step 1

Wrap the item(s) using bubble wrap with at least 5 rounds



Step 2

Insert accessories in a separate plastic bag



Step 3

Place item(s) inside a box / pouch filled with fillers



Step 4

Use packaging tape to secure any openings of the box

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c. For Special Packaging

Order Fulfillment Process: Special Packaging Guidelines for Grocery Items



Label MUST contain the following:

- Ingredients
- Expiration date
- Net weight:
- Brand/Shop name

NOTE:

- Label should be at least 1/4 of the packaging (suggested size)
- For chocolates and items that will likely melt while in transit: courier will only be liable for damages if we're able to prove that there was mishandling and/or lapses on their end.



KM'S ORGANICS

Sliced Almonds

65g

KETO / LC Approved

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And do not forget to label properly. You don't want a returned product coming back.

Order Fulfillment Process: Properly Packing your Orders



When using Shopee Supported Logistics, please make sure that you write the **ORDER ID** or the buyer's name on the packaging.

Order ID:
18040616090S99V

NOTE: Make sure all orders are properly packed before your scheduled pick up date.

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Once you have properly packed the product, you are ready to ship out.

TIPS:

Be sure to manage customer expectations in terms of delivery times. The table below shows the average time for a delivery to be completed.

Understanding EDT



What is EXPECTED DELIVERY TIME?

Refers to the number of days the buyer should wait for her/his order upon pick-up from the seller

ORIGIN	DESTINATION			
	Metro Manila	Luzon	Visayas	Mindanao
Metro Manila	1-5 days	2-7 days	3-8 days	3-8 days
Luzon	3-7 days	3-7 days	3-8 days	3-8 days
Visayas	3-8 days	3-8 days	3-8 days	3-8 days
Mindanao	3-8 days	3-8 days	3-8 days	3-8 days

Courier	Delivery Days
Black Arrow	Mon - Sat
Xpost	Mon - Sat
Ninja Van	Mon - Sat
Zoom Courier	Mon - Sat
2GO	Mon - Sat
Entergo	Mon - Sat



Understanding DTS and EDT

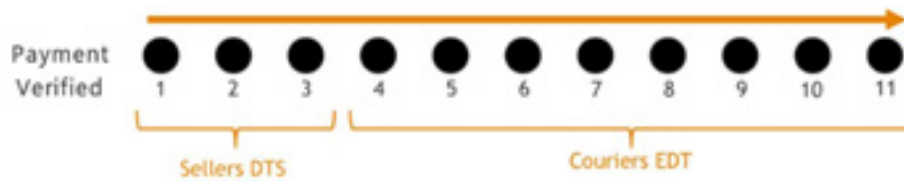


Fulfillment Lead Times

DTS
DAYS TO SHIP
Refers to the number of days a seller needs to prepare the item (Seller-determined).
Non-Pre Order Items: Automatically set to 3 days
Pre Order Items: 7 to 30 days

EDT
ESTIMATED DELIVERY TIME
Refers to the number of days it takes for orders to be delivered based on its origin and destination
Generally is counted from 1 to 8 calendar days from the point of the couriers receipt of the items.

Calculate for TOTAL DELIVERY TIME
Days to Ship + Estimated Delivery Time



To help manage expectations, sellers normally add a few days to the expected delivery time to avoid cancellations by customers. This is common practice and it makes customers happy to receive their products ahead of the scheduled time.

Understanding DTS



You must ship out your order within the number of days you have specified in the **Days to Ship** field in every Product details.

Others

The Order No Yes
I will ship out within 3 days (excluding public holidays and courier service non-working days)

Condition: New

Parent SKU:

Why follow the DTS Schedule?

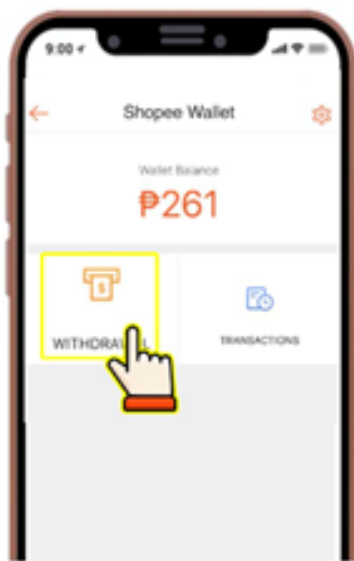
1. Key Metric to measure Shop's Performance
2. This directly affects how fast your Buyer receives the item after placing the order.



6. Get your income via Shopee Wallet

Unlike other providers, Shopee maintains a wallet for all sellers. This is where all seller payments are kept in escrow especially if there is no bank account linked to the Shopee account. Transfer of funds can be done automatically or manually.

Sixth: Get your income via Shopee Wallet



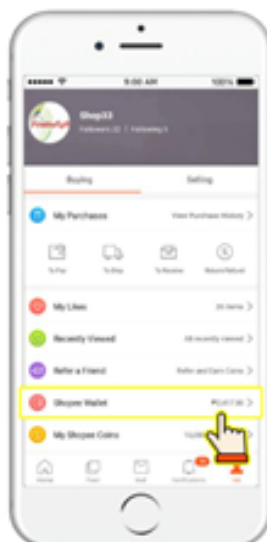
Conditions	
<ul style="list-style-type: none">• Escrow amounts will remain in the wallet if no verified bank account is linked to the Shopee account• Maximum withdrawal amount is Php500,000 / Day unless requested otherwise• Wallet balance for withdrawal will be transferred to the linked bank account and will remain "floating" for few hours• Escrow settled approximately 17:30 (5:30pm) with PN sent around 18:30 (6:00pm) that you have received the Wallet Balance withdrawn	
Withdrawal Types	
Automated	Once every week: every Tuesday of the week Once every month: every 16th of the month
Manual	Seller-triggered Maximum 1 time per week Additional P15 charge if more than once a week

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It has to be noted that money is transferred to your Shopee wallet within 24 hours after the buyer has received the order. This is validated at the end of the day with the 3rd party delivery providers.

Payments and Shopee Wallet: Overview



Sales proceeds to your Shopee Wallet

Money will get transferred to your Shopee Wallet within 24 hrs after the buyer taps the "order received" button to confirm that the order has been received. Alternately, at every end of day, Partner 3PLs send the list of orders they have delivered.

Withdrawing funds from your Shopee Wallet to your Bank Account

Shopee Wallet will automatically empty its funds to your linked account either on a **weekly basis** which is every **Tuesday** and/or on a **monthly basis**, every **16th of the month**.

On top of that, you are allowed to manually withdraw Once (1x) per week, and Php15.00 applies beyond 1 time of manual withdrawal.

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Shopee wallets connected to bank accounts will be emptied on a weekly basis, every Tuesday or on a monthly basis on the 16th of the month.

Manual withdrawals are allowed one a week but with applicable charges beyond the allowable 1 manual withdrawal.

Shopee has accredited partnerships with most of the available commercial banks. There is no excuse not to connect your Shopee account to a bank account.



REMINDERS

Shopee is very particular about products being sold in the platforms. Prohibited items are not allowed and can be the basis for banning. These items are:

- Drugs
- Alcohol
- Wildlife products
- Weapons
- Services
- Medicine
- Stocks
- Stolen goods
- Prohibited food
- Cigarettes

Violations can result in:

- Listing deletion
- Account suspension and termination
- Limits on account privileges
- Legal actions

DON'T GET BANNED

Reasons for being banned/deleted products:

- Direct Transactions outside Shopee
- Insufficient Product Description
- Watermark/Social Media links on Photos
- Intellectual Property Infringement
- Product Switching
- Exclusive Distribution Infringement
- Selling Prohibited Items
- Improper Pricing
- Junk/Spam

LEARN MORE

This session is just the beginning of your Shopee journey. There are so many other things and learnings available to help you become successful on Shopee. Join the Shopee Uni Facebook group to learn more and grow with others.

Pre-Activity: Shopee uni Facebook Group



Join the #Shopee Uni Philippines Group on Facebook

Things you can post

1. Questions on how to use Shopee
2. Any relevant ideas, tips , problems, and issues you're having in regards to the Shopee App and Seller Center
3. Relevant E-commerce and mobile commerce news or articles to share

What to expect

1. Exclusive access to all new features, product updates, exciting games, and exclusive Shopee campaigns.
2. Schedules of upcoming Shopee Uni Classes

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3. Facebook

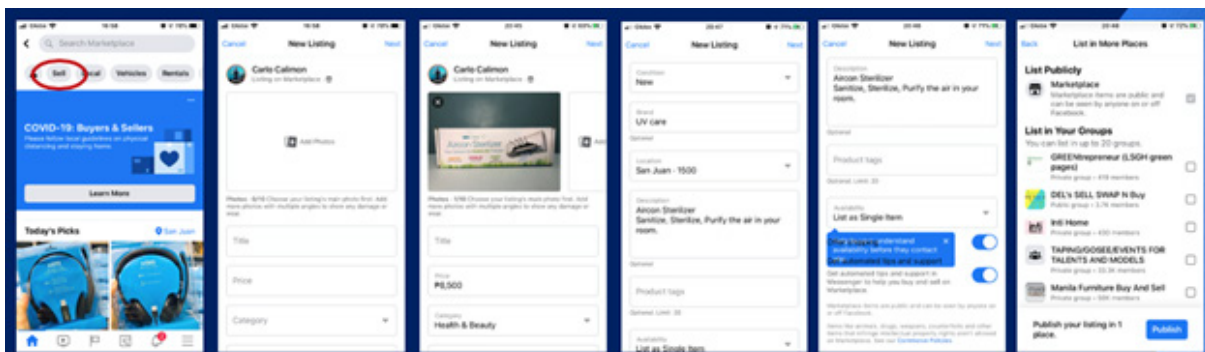
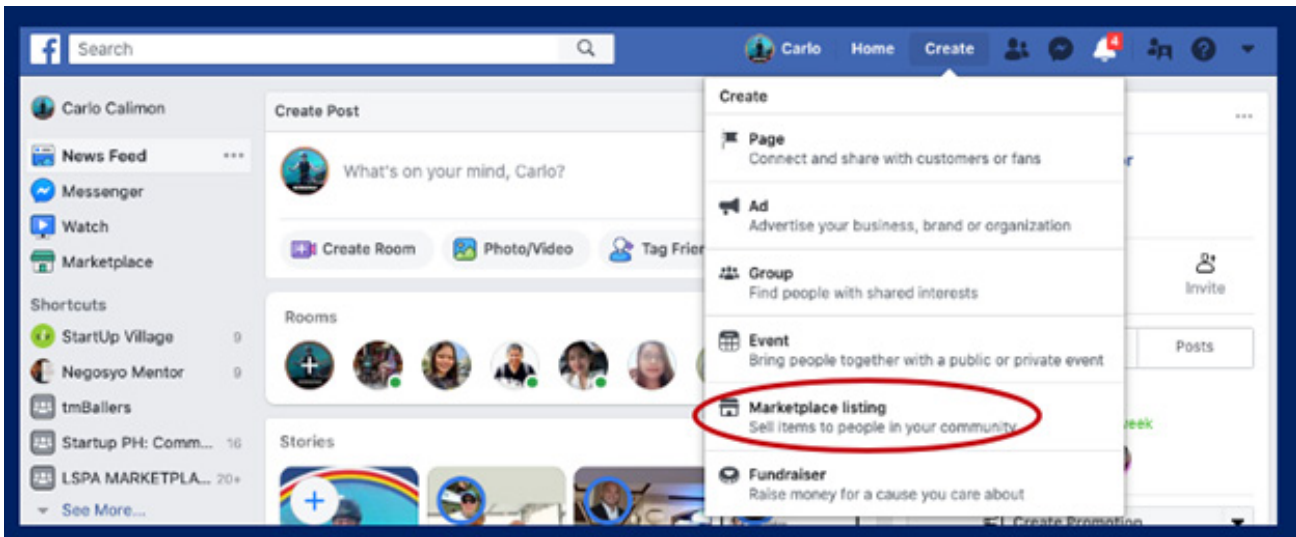
Selling on Facebook is easy especially if you are on Facebook already. If you have a Facebook account, then you can definitely create a place where you can sell on Facebook. It is like having your own profile on Facebook except this one is for business. Having a personal Facebook account is for people, to connect with friends, and to share personal updates. On the other hand, having a Facebook Page for your business is for your business, allows people to like your business, provides information about your business, provides tools to manage your business (photos, messages, posts) and gives you insights on the performance of the business and allows you to gain more information about your customers.

There are two ways to sell on Facebook. One is go directly to the FB Marketplace and second create your own FB Page. These are discussed below:

a. FB Marketplace

Selling on Facebook Marketplace is like posting something on sale on your page except that you are actually posting your product in a Marketplace. This is easy to do.

From your Facebook page, simply click on Create and go to Marketplace listing. From there you can create a new listing. Simply click on Sell. Upload a photo. Provide the necessary information and find the right category.



Even individuals can post and create a listing on the marketplace. Since anyone can post here, you can indicate if the product is new or not. Provide the right description (clear and accurate as prescribed) and create a listing.

Note that the FB Marketplace allows you to post an individual product that can be shared/posted in different marketplaces. This does not represent your store. This may be a channel that you can explore.

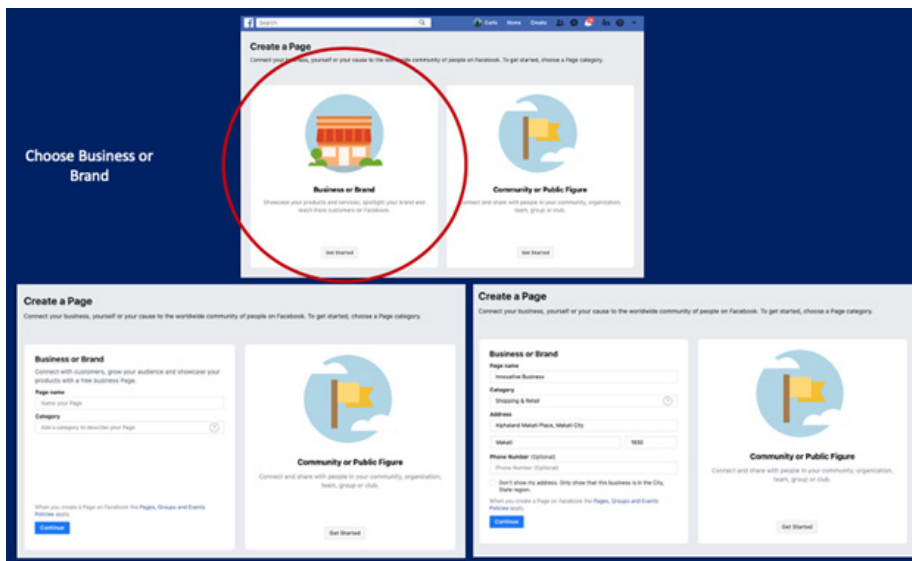
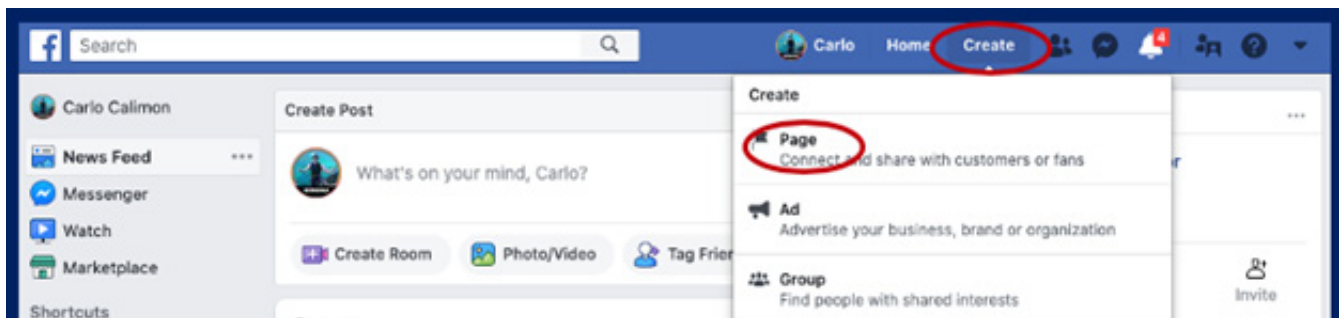
Payments are also done based on arrangements with the buyer.

b. FB Page

Having a Facebook Page allows people to “Like” you and your brand. This is equivalent to being “added” as a friend in your personal profile.

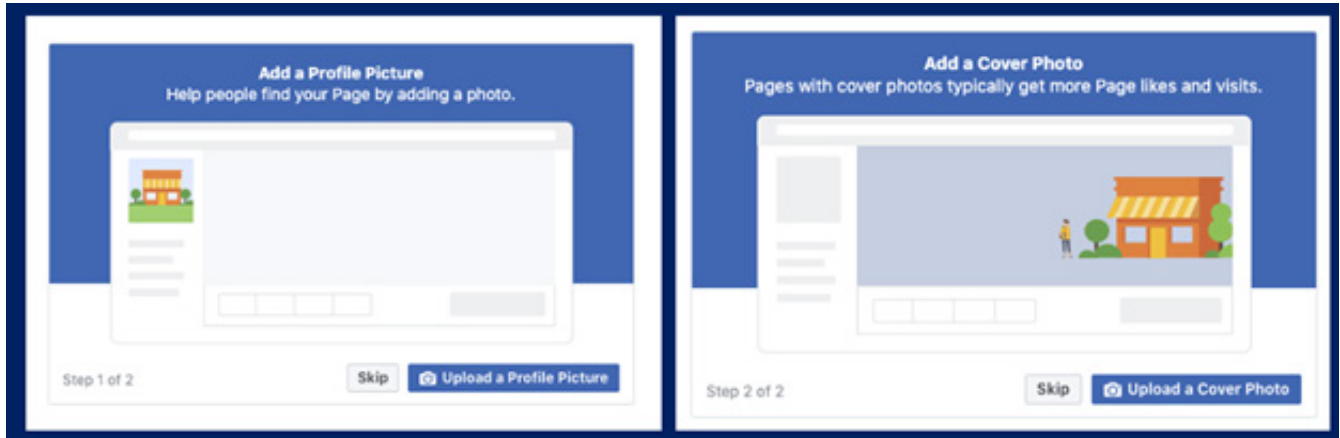
STEP 1: CREATE THE FB PAGE

It is very easy to set up an FB Page. Simply go to the link: www.facebook.com/pages/creation or www.facebook.com/business/pages or simply click on Create which is found on the top right part of your screen.



Click on Get Started under Business or Brand. Enter the name of the Page as well as select the appropriate Category. Provide the necessary information including your address and proceed by clicking Continue.

Upload your Profile Picture and Cover Photo. Be very selective of this as this will be the main representation of your brand and your page. Follow the previously prescribed standards. For the Profile Picture, it is recommended that you place your logo here. Make sure that it follows the 180 x 180 pixel requirements and that the whole logo comes out in the Profile.



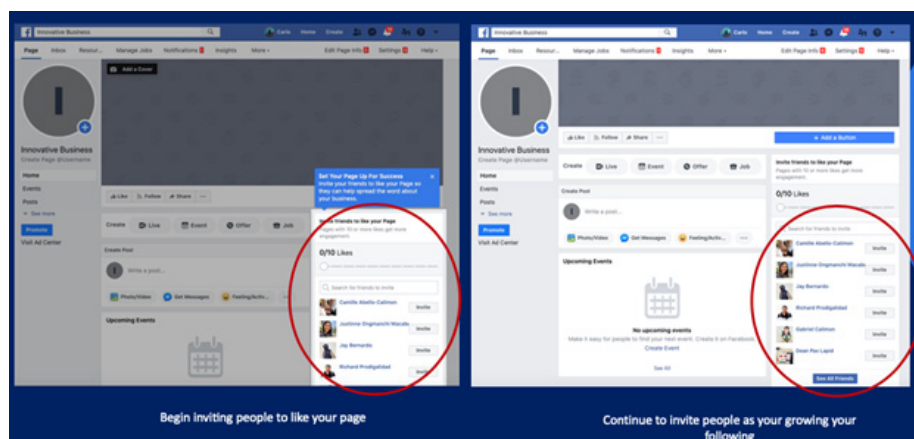
The Cover Photo on the other hand gives personality to the page. Company's usually create cover photos that are enticing and capture the attention of the customer. This can be a banner that shows products under the brand or promotions or discounts.

Note that you can change both anytime. Though common practice is that company's normally just change their Cover Photo while maintaining their Profile Picture (logo). Just make sure that the photos you select represent the company well.

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Once done, you can begin inviting people to like your page.

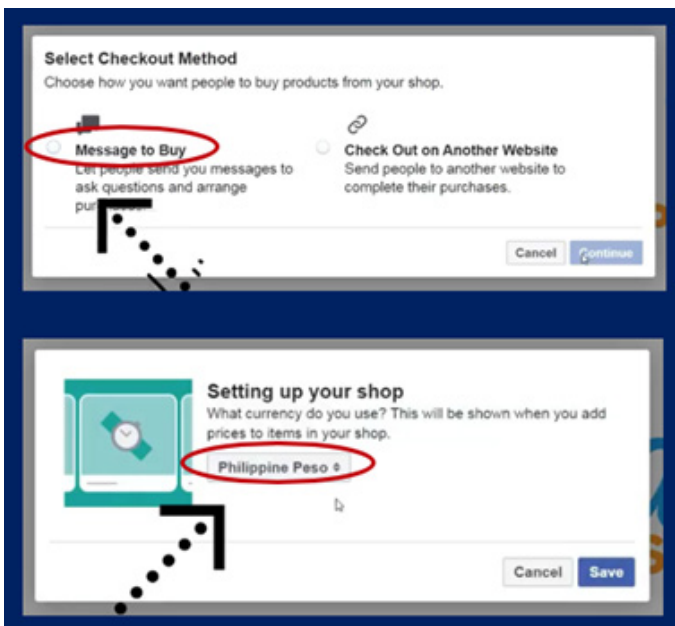
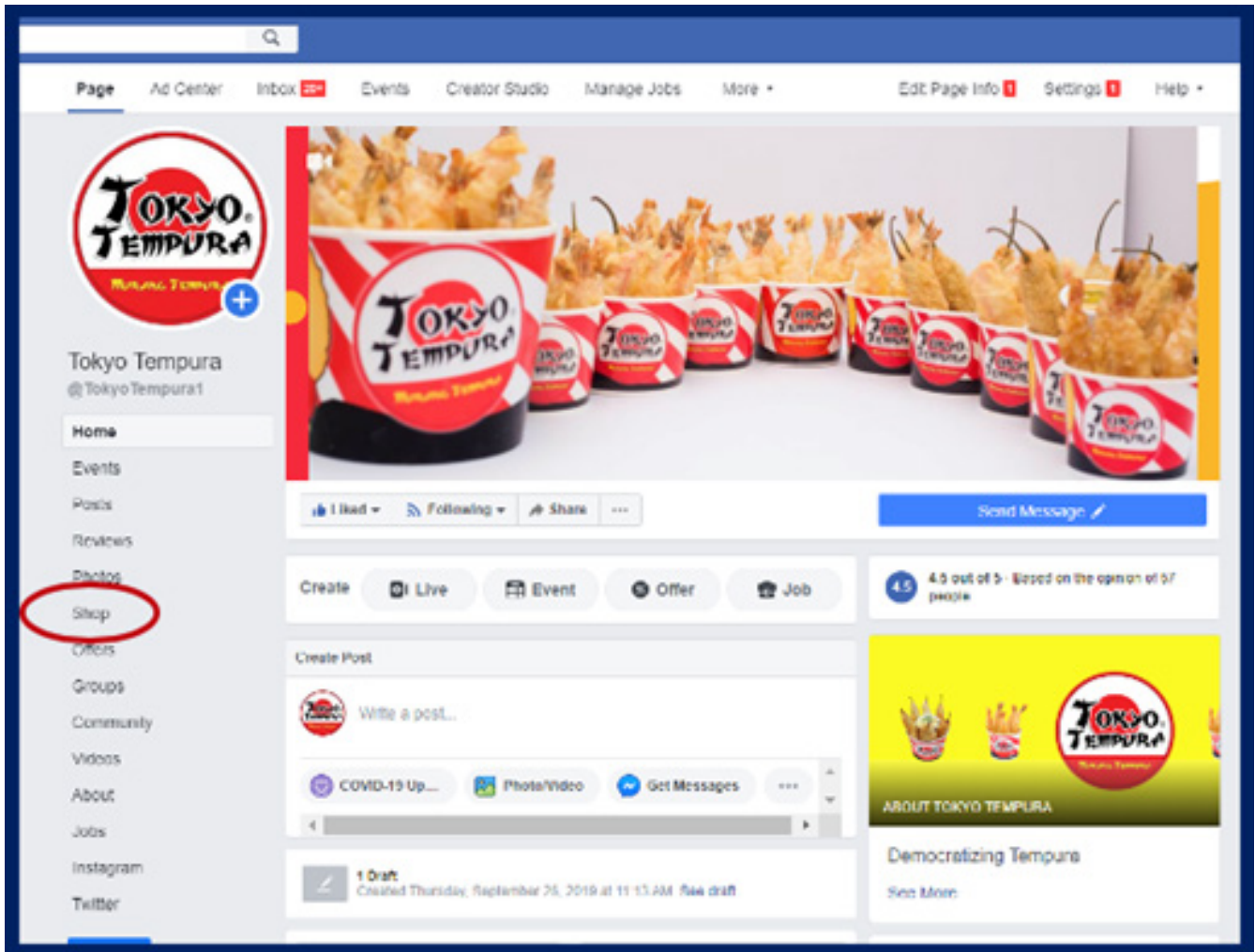


Be sure to go to Settings to complete your information. This will allow you to inform others about your business.

The screenshot shows the Facebook Page Settings interface for a page named "innovative Business". The left sidebar contains a list of settings categories: General, Page Info (highlighted in red), Messaging, Templates and Tabs, Notifications, Advanced Messaging, Page Roles, People and Other Pages, Preferred Page Audience, Issue, Electoral or Political Ads, Branded Content, Instagram, WhatsApp, Featured, Crossposting, Page Support Inbox, Payments, Page Management History, and Activity Log. The main content area is titled "Edit Page info" and "Settings". A red warning banner at the top states: "Complete your About section so people can find your Page more easily." Below this, the "CORONAVIRUS (COVID-19) UPDATE" section is visible, with an "Update" dropdown set to "None" and a "Destination URL" field. A blue callout box on the right side of this section contains the text: "Choose a message about longer response times, policy updates or how support your business is providing to coronavirus (COVID-19) to display on your Page." The "GENERAL" section includes a "Description" field with a placeholder "Add short description" and a note: "A brief summary of your Page. The limit is 255 characters. You can write a short summary about this Page, or tell people about your products and services, which can help your business be discovered more often on Facebook." Below this is a "Categories" section with a button for "Shopping & Retail" and an "X" icon. The "CONTACT" section includes a "Phone Number" field with a dropdown for country code "41" and a placeholder "Enter phone number", an "Extension (optional)" field, and a checkbox for "My Page doesn't have a phone number". A note below the checkbox says: "Adding a phone number makes it easier for potential customers to contact you." At the bottom, there is a "Website" field with a placeholder "Enter website".

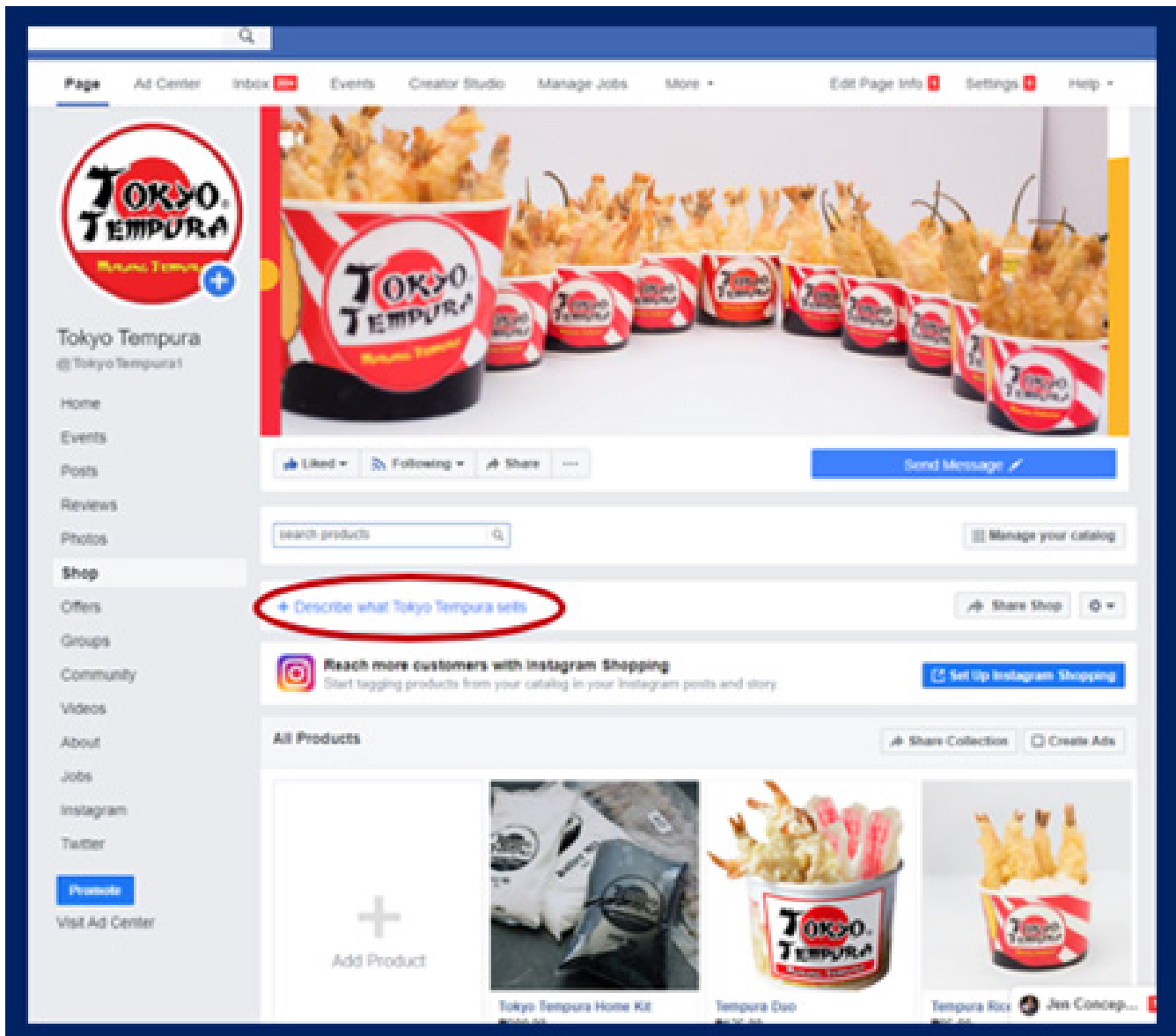
STEP 2: SET UP YOUR STORE

After creating your page, it is now time to set up your shop on Facebook. Simply click on Shop found on the left-hand side Menu.

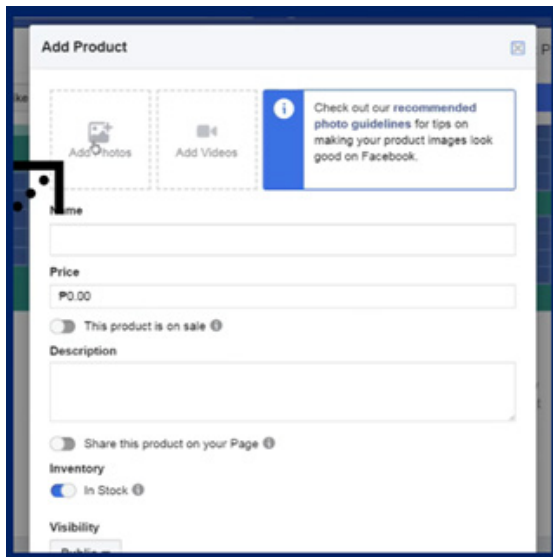


Agree to the Terms and Conditions and click on Continue. Activate the Message to Buy option. This will allow customer to send you messages to place their orders. Also, set the right currency to be followed in your sit.

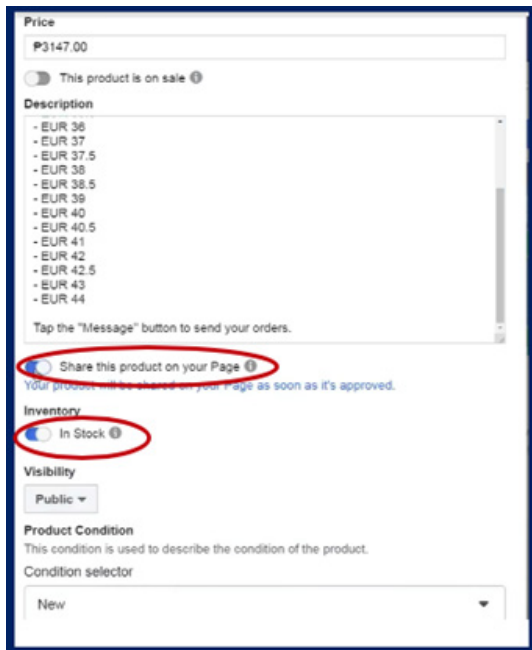
Within the store, be sure to complete the description of your store, specifically what is sells.



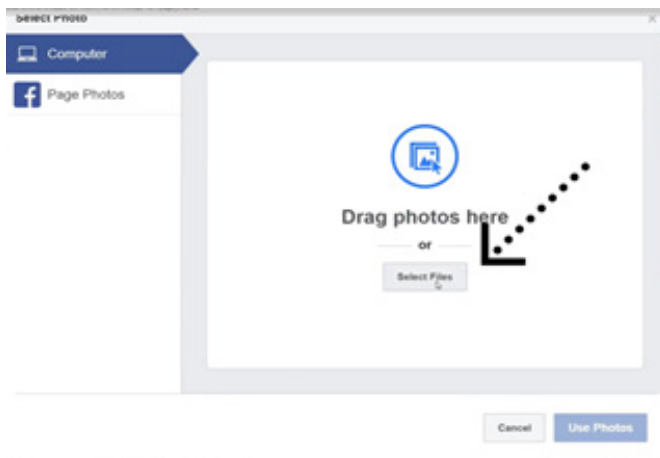
STEP 3: UPLOAD YOUR PRODUCTS



Add products into your store by simply clicking on Add Product. Input Photos/Videos of your products. Be sure to clearly label the type or product, enter the price and include an enticing description.



Do not forget to set and activate the Share this product on your Page and ensure to indicate availability of the Stock. It will remain under “Processing” until Facebook has approved the product for posting.



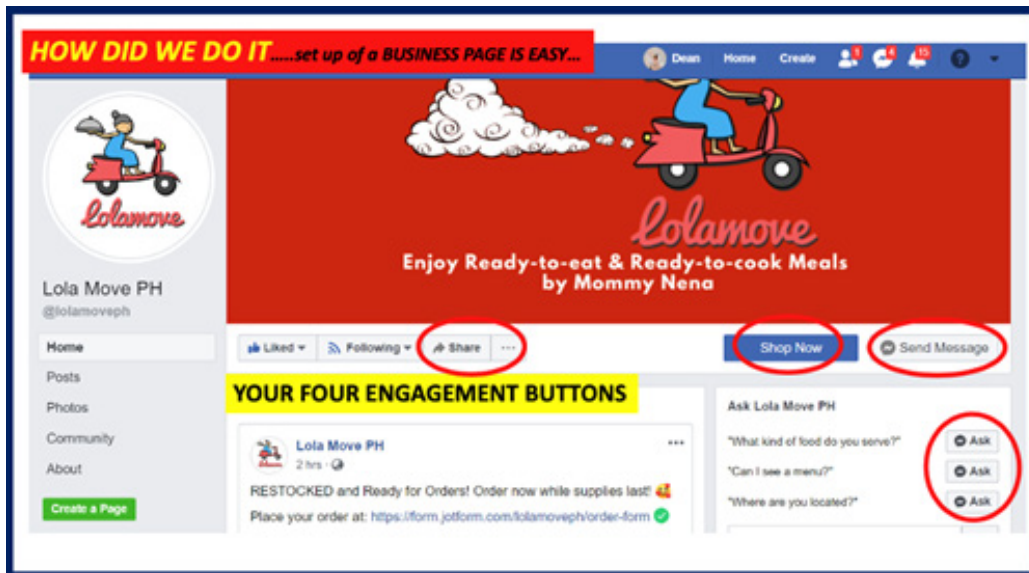
Uploading your photos is simple. Simply select the desired photos or drag these into the box. Be sure to choose the best photos.

TIPS WHEN CREATING YOUR FB PAGE

a. Be Sure To Have the Right Buttons

There are 4 important buttons to have in your page. These are:

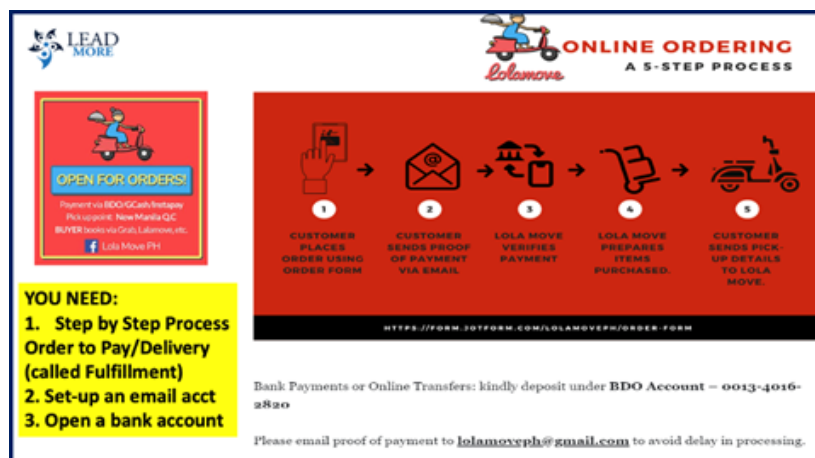
- **Share** – The Share button allows customers to share the page with other potential customers
- **Shop Now** – Shop Now gives customers the chance to purchase the products available for sale
- **Send Message** – Gives customers the ability to connect and get in touch with you. This provides a means for interaction and engagement between customers and the store.
- **Ask** – This section provides Frequently Asked Questions to help guide customers with basic concerns and queries.



b. Create a Process


Be sure to create a process for conducting business on Facebook. Be sure to note how the customer places an order, how to verify authenticity of the order, order verification, product preparation/packaging and fulfillment.

For Facebook, payments are mostly done upon order placement to trigger order preparation. In addition, logistics are normally facilitated by the buyer.




c. Be Organized

Prepare proper documentation to trace and track all orders that go through the page. An excel file should help.



**WE DEVELOP
& DELIVER**
Digital Platforms



WE TRAIN in
Digital Mktg
(Websites, Social
Media, etc.)

FRONT END

2a-menu

Menu
Enter the location you wish to order in the space below each item.

Lola Move PH Order Form ☆ 📄

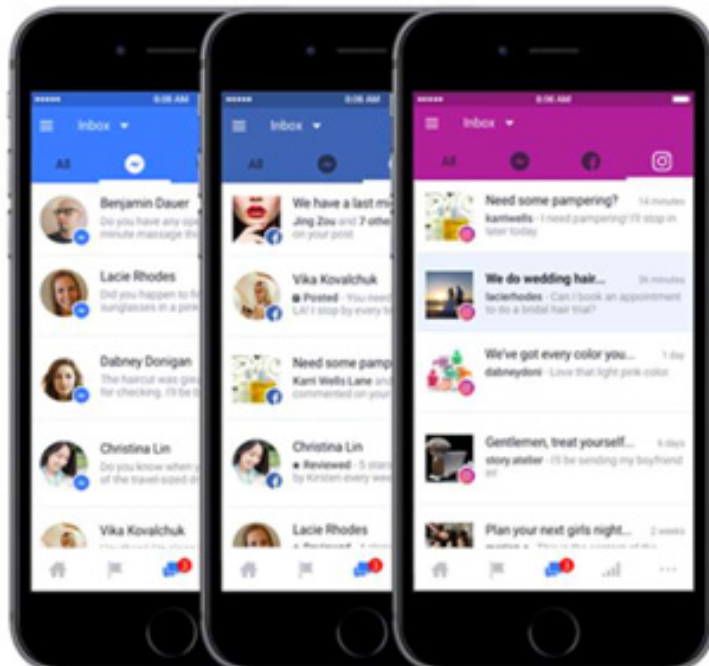
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

2B---BACK END USED FOR ORDER MATCHING WITH INVENTORY then RELEASE

	A	B	J	K	L	M	N	T	U
Submission Date	First Name	Pick-up Date	Cherizo Hamonado (10 big pcs) P250	Lapid's Chicharon LAMAN (Set of 3)	Lapid's Chicharon BALAT (Set of 5)	Embutido (Chourico) 3pcs P500	Edit Link	Ready for Pickup?	
43941.61201	pamela	43943.60417	1	1	1	1	Edit Submission	YES	
43941.40204	Flerry	43941.39583	1	2b-order tally		1	Edit Submission	YES	
43941.71901	Flerry	43943.60417	1	2	1	Edit Submission	YES		
43939.43644	Jacqueline	43943.41667	1	1	1	Edit Submission	YES		
43941.62944	Darlene	43943.60417	4	5	8	1	Edit Submission	YES	
43941.63867	Menchie	43945.95833	2	1	1	Edit Submission	YES		
43941.83359	MILLICENT	43943.54167	10	1	1	Edit Submission	YES		
43941.93331	Marianne	43942.58333	1	1	1	Edit Submission	YES		
43942.39141	Jac	43942.45833	1	1	1	Edit Submission	YES		
43942.54578	Henry	43942.58333	1	3	4	Edit Submission	YES		
43942.58656	Teresita	43945.58333	1	1	1	Edit Submission	YES		
43942.58909	Tess	43945.58333	5	10	10	5	Edit Submission	YES	
43942.76076	SAMMY	43943.45833	1	3	3	Edit Submission	YES		
43943.52235	Anne	43948.5625	2	1	1	Edit Submission	YES		
20-04-24 14:58:1	Amy	24-24-2020 3:00 PM	2	2	2	Edit Submission	YES		

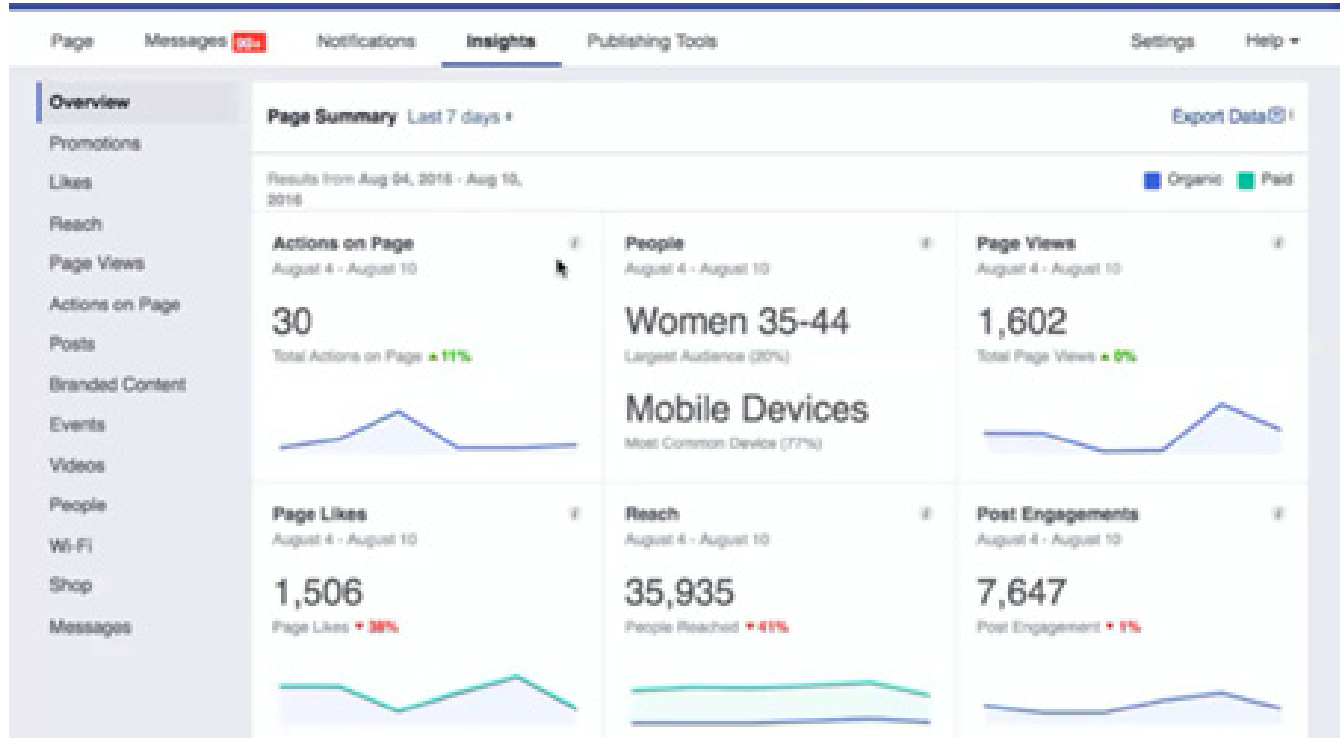
d. Answer Messages Promptly

Customers appreciate prompt responses to their messages. Responding within 15 minutes can mean the difference between keeping or losing the customer.



e. Maximize Your Insights

Check your analytics and gather insights about the performance of your store.



FINAL TIPS

Selling online is easy. Just remember the framework.



Practice and try it. Create your store. Try the different channels. Post your first product and learn.

Create your store now! Sell Sell Sell!

***This EBook is prepared by the ITSPAC training team. www.it-spac.com**

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FROM THE AMERICAN PEOPLE

