

Setting Up Internet Pricing



Online Ordering

Introduction

Online Order Pricing:

Once your database of hard good items and cylinders has been created, you will need to make some decisions about pricing. The most important decision will be how you want the items priced. You can use the list price from your inventory file or establish Internet Pricing. For Internet Pricing, you will want to use a formula to calculate pricing rather than specific pricing. This will insure prices in the shopping cart reflect the desired gross profit margins.

Pricing Options:

Internet Pricing: By definition, Internet Pricing is the price that you want to show in your shopping cart. This may be the same as list price or it can be unique to the shopping cart. It's the price you want to sell the item for if there is no prior negotiated price. The Internet Pricing program (INAMERISP_C) will calculate the desired Internet prices based on the formulas chosen. The steps to set these formulas up are detailed later in this document, but the program uses the existing Special Pricing formulas in CylTech 2. So anyone in the company familiar with setting up Special Pricing will find the process very straight forward.

The program will have the ability to establish pricing by an item, a group of items, or all items.

As an example, you can say you want the price to be 5% off:

- of retail on a specific item
- all items from a specific vendor
- all items in a class of items
- simply all items

Price formulas use either the list price in inventory or the cost. To update the Internet prices, you simply need to re-run **INAMERISP_C** and export the file.

Customer Specific Pricing: Customer specific pricing is determined by looking at the last price the customer paid for an item. This will be found in Billing History or by looking at the Special Pricing formulas established for the customer. Using Billing History (history of prior purchases) makes it possible to send customer specific pricing to the shopping cart even if formulas have not been setup for the customer. To create customer specific pricing, customers must be coded for e-commerce. This allows you to only upload pricing for those customers who have registered for the shopping cart.

Note: customer specific pricing will only be shown if the customer is logged in.

Pricing decisions that need to be made:

1. Do you want customer specific pricing to show in the shopping cart? If yes, then pricing will be exported. If you don't, then the pricing will not be sent for that customer. Instead, the customer would see the Internet Price.

Note: In the event there is a discrepancy between the shopping cart Customer Specific Price and the standard billing programs, the price calculated by your billing system will override the online price when the order is imported. This is also stated in the Policies section of the shopping cart.

2. Do you want to show pricing in the shopping cart? If yes, then the pricing will be exported (Internet or Customer Specific). If you do not want pricing to show, then no pricing will be exported and the shopping cart will display **Call for Pricing** where the pricing would normally appear.

Example: If you send up a price for an item, the price will display. If you don't send a price, then the shopping cart will display **Call for Pricing**.

3. Do you want to require the customer to log in (register) in order to see any pricing? This can be setup to let anyone that visits the shopping cart see Internet Pricing or it can be restricted to registered users. This is accomplished through a system wide option when the shopping cart is set up.

Note: this would mean that only registered users could see pricing.

4. Do you want to allow the visitor to the shopping cart to register and purchase without contacting you? If you want someone to be able to visit the site, make a purchase, and pay for it online, then you will need to setup a merchant account and turn on credit card processing. An alternative would be to require the visitor (customer) to register with you and put their credit card on file. Their payment options, when they checked out, would be:
 - a. Bill my Account
 - b. Use the card on File

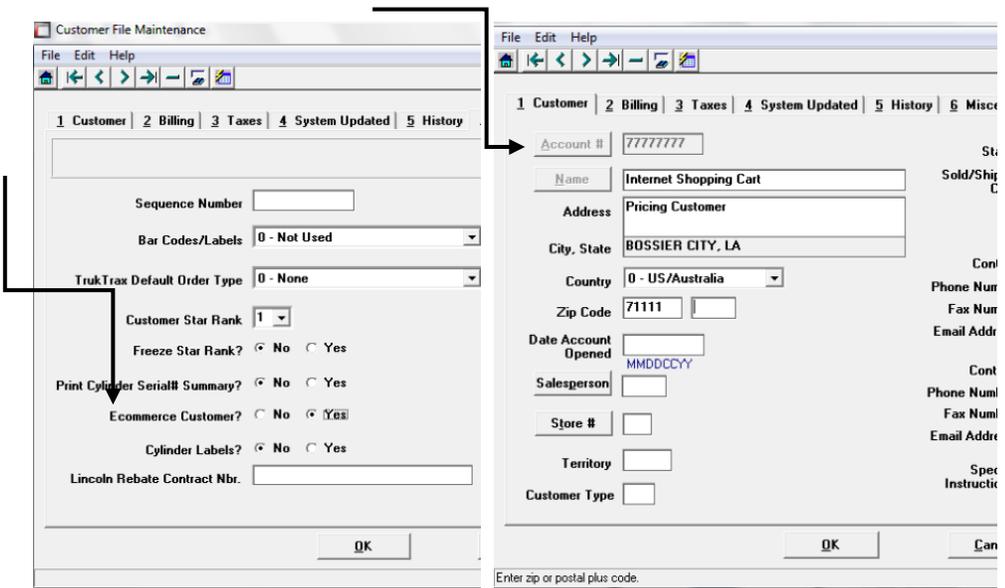
You could then process the order and charge their card as if they had called in to place the order or came up to the sales counter.

Setting Up for Internet Pricing

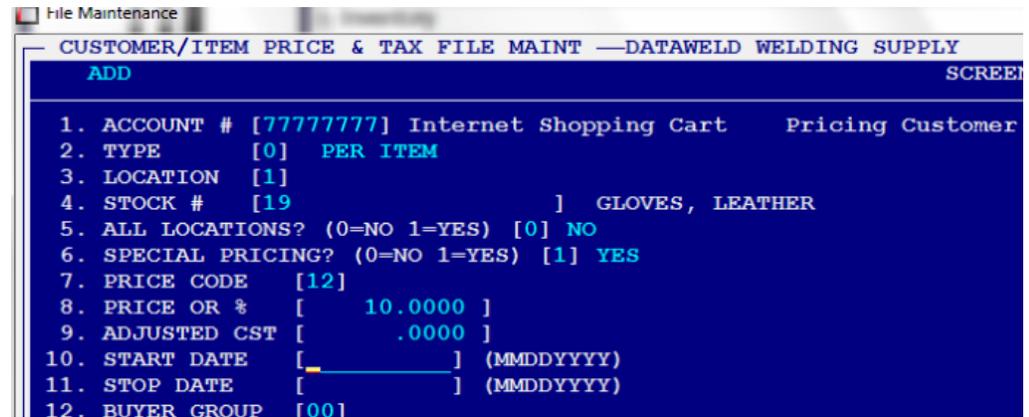
The first step will be to set up an Internet Shopping Cart Pricing customer. The number assigned to this customer will be placed in the config file by your support representative to tell the program which customer number to use. We recommend using the customer number all 7's, but the number could be any number not currently in use.

The customer must be coded on the Misc tab as E-Commerce.

To establish Internet Pricing, you will create records in the special pricing file for, (in this case) customer 77777777. All of the options currently in use for pricing in the Special Pricing file must be available with the exception of a manually entered price. This means you can have one record for customer 77777777 that shows 5% off retail on all items and every price in the shopping cart would be discounted 5%.



In this example we created a special pricing record for customer 77777777.



We said we wanted the price to apply to one item, part number 19 and we wanted the Internet Price to be 10% off of Retail.

Another example would be if we wanted to set our Internet price for Tillman gloves to be 15% off of retail or all Safety Equipment could be 9% off retail (or any of the other pricing options).

Running the Program to Calculate Pricing (INAMERISP_C)

When the pricing export program is run, it will have the following options:

1. Internet Pricing Only
2. Customer Pricing Only
3. Customer and Internet Pricing

Internet Pricing Only: If option 1 is selected, then the program would look to the config file and determine that 77777777 is the customer number for Internet pricing. It should display the customer number, name, and first line of address for visual verification.

Customer Pricing Only: If option 2 is selected, then the program would prompt for:

1. One Customer
2. All E-Commerce Customers

If option 1 is selected, then the program would prompt for the Customer Number with a scan option.

Note: the customer must be coded as an E-Commerce customer or the program will return an error and ask the operator to select another customer.

If option 2 is selected, then the pricing would be calculated for all E-Commerce Customers.

The program will create an **indexed** file in DP4F\AmeriCommerce with the following fields:

1. Type: I – Master Internet Pricing Customer C= Regular Customer
2. Customer #: 77777777 (for master account)
3. Product #: 123456789 (must match IN100)
4. Description: First line of IN100 description for reference
5. Internet Price: Calculated price

Each time the program is run it will rename the original file to “FilenameBackup” before creating the new file.

The database export program will look at the newly created pricing file any time the export is run and update the pricing.

Have questions? Feel free to [send us an email](#), we welcome the questions!

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