



Stock in the Channel

Module 1: Getting started with SINCH

Modern Selling How-To Guides

Intro

This Guide is split into 2 sections:

Adding Supplier Feeds – for Compare Prices customers and webstore customers

Distributor feeds are the starting point for anyone using SINCH who has the Compare Prices service turned on, through to webstore and B2B portal customers.

Setting up your Stores Areas – for webstore customers

SINCH generates a data feed of products each morning that populates your webstore and back-office system. All customers are expected to customize their Stores Area with rules, markups and a curated product selection, using SINCH's powerful set of tools.



SINCH How-To Guides

Module 1: Getting Started with SINCH

Module 2: Creating Accounts & Contacts

Module 3: Working with Customer Groups

Module 4: Using the Quote Tool

Module 5: Completing Purchase Orders

Module 6: Working With Magento Modules

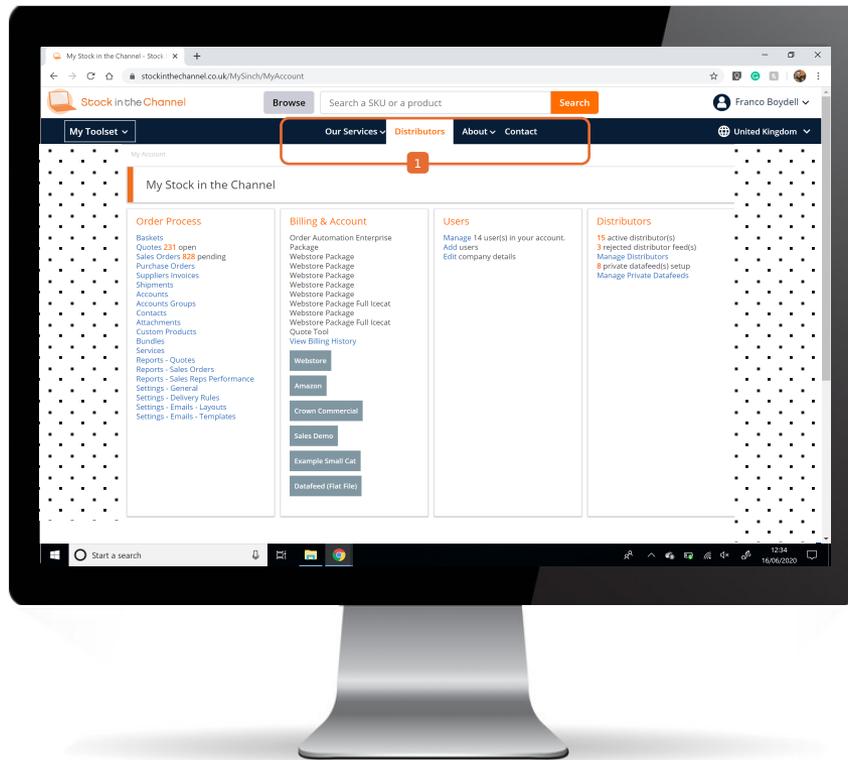
Settings & Configurations Guide



Part 1: Adding Supplier Feeds



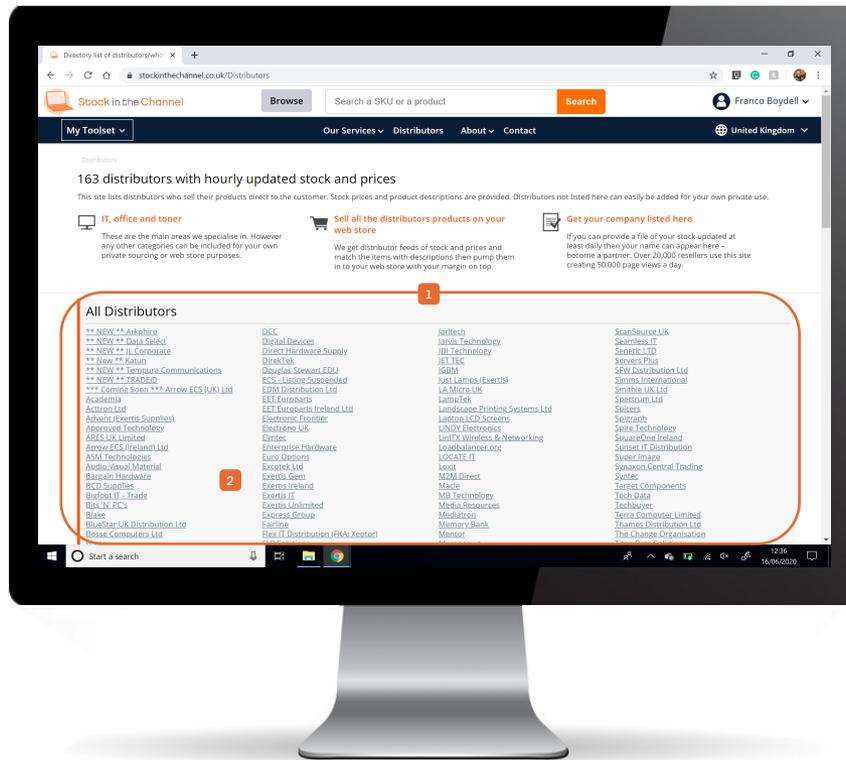
Step 1



- 1 The Distributors button is available in the top navigation wherever you are on the site.

NB. You must have Manage Distributors permission or be an account Admin user to add or manage your supplier feed. If you do not have this permission, please speak to you account Admin.

Step 2



- 1 To begin with, only the All Distributors tab will be available.

As you add supplier feeds to your account, the following tabs will also be available:

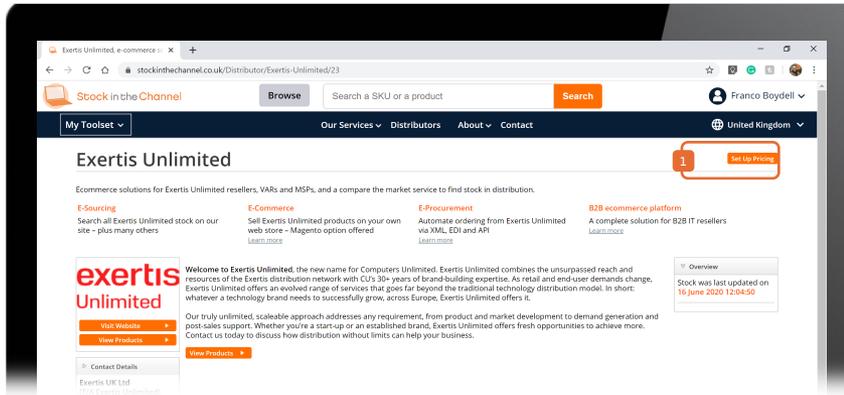
Pending Applications
Active Distributors
Private Feeds

NB. Manual Distributors are also available for Order Process customers.

This guide explains how to add feeds to your account.

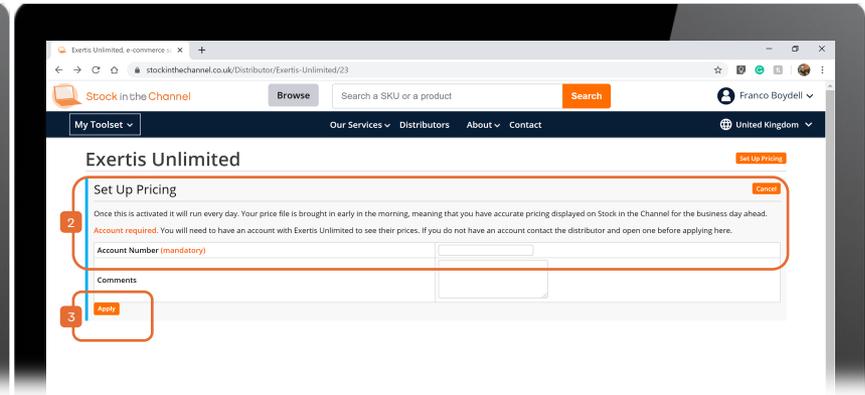
- 2 To begin, select a supplier you trade with.

Step 3



- 1 Each distributor has a page where you can discover their information and View Products they have available.

Click Set Up Pricing.

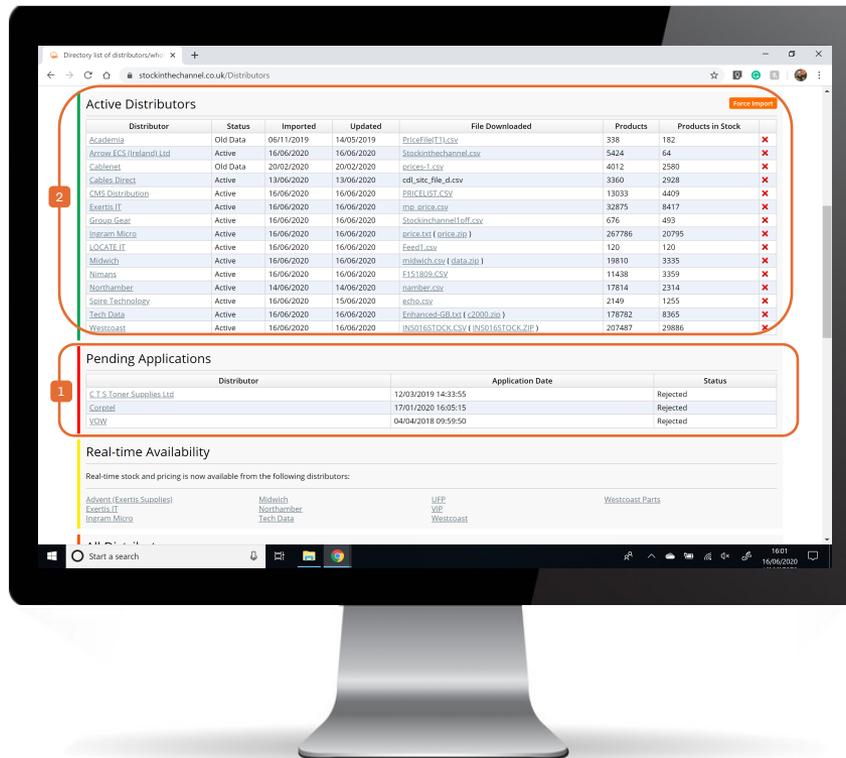


- 2 In many cases you are required to set up an account with the supplier first.

Input the Account Number and add any relevant comments.

- 3 You are now ready to Apply to view this distributor's pricing.

Step 4



1 You will find distributors that you applied for in the Pending Applications tab.

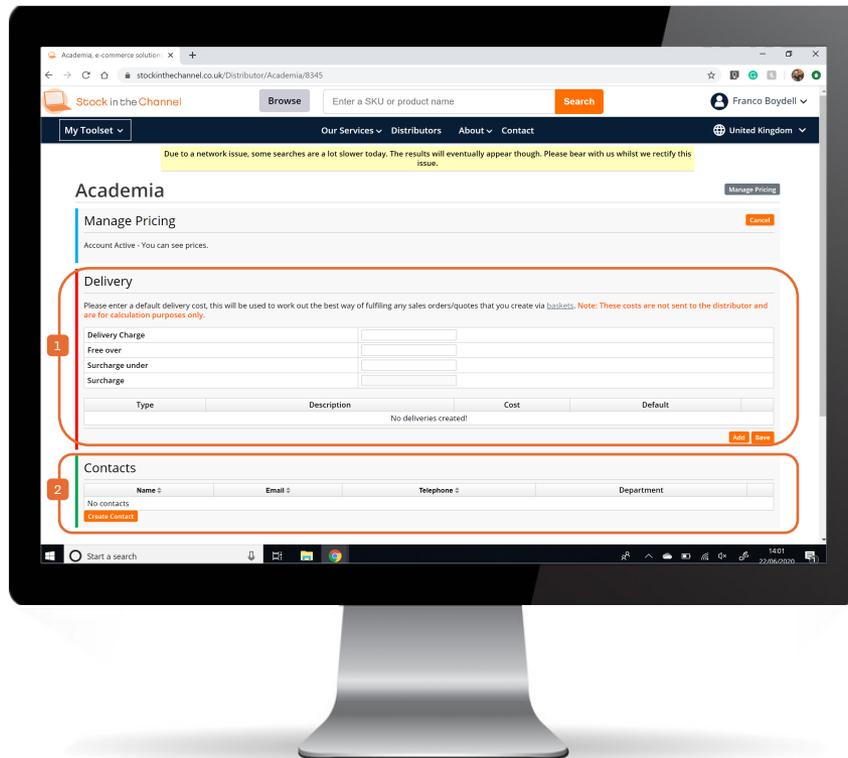
Suppliers should respond to Pending Applications within a day or so once they have confirmed the appropriate price tier for you.

2 Once approved, suppliers will move into your Active Distributor tab, and their prices will be imported each morning. Your personal cost prices will now be visible in Search results and in your Stores Area.

You can plug in as many distributor feeds as you would like to your account.

NB. If you are an Order Process customer, once your feed is live please return to the Distributor page to complete set up.

Extra: Complete Distributor page



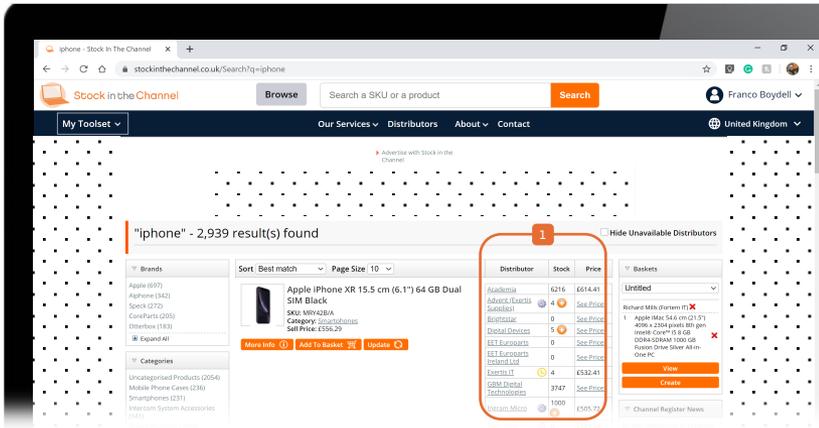
If you are an Order Process customer, once your feed is live please return to the Distributor page to complete set up.

- 1 Set up Delivery costs here, that will be included when this supplier's products are used on quotes.

NB. SINCH's pricing engine automatically works out the most cost-effective quotes, including shipping and other charges.

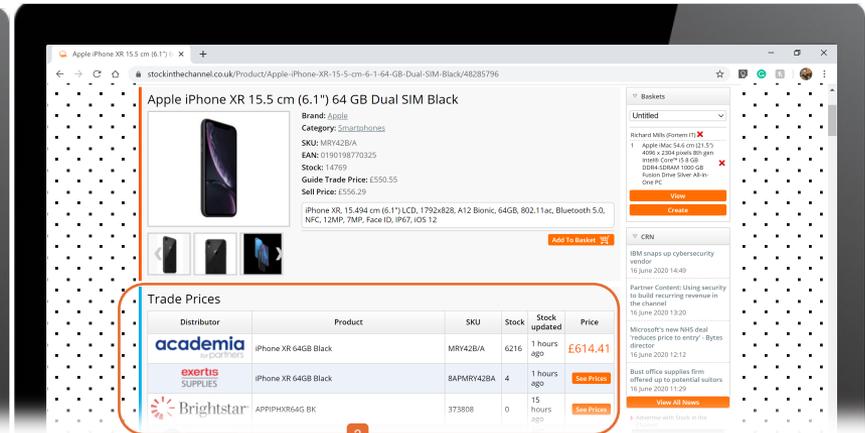
- 2 Add Contacts information for Distributors to help your team maintain positive relationships.

Extra: Searching prices



- 1 Once a distributor file is live, their stock and prices will show on any products you search for on SINCH.

If you have multiple distributors, you will be shown multiple cost prices.



- 2 If you have Compare Prices live, n

Extra: Private feeds

Private Feeds

Feed Name	Status	Imported	Updated	File Downloaded	Products	Products in Stock	
ABC_stock	Old Data	28/01/2020	28/01/2020	SITCupload.csv	754	753	✖
Copier_Westcoast	Old Data	31/10/2018	30/10/2018	allcam_office_prices.csv	565	518	✖
Ice Futures TEST	Old Data	16/08/2019	16/08/2019	Upload of custom products ICE_FUTURES (6).csv	29	29	✖
Juniper_Direct	Old Data	04/05/2019	14/02/2018	ActronSITC_early_morning.csv	875	635	✖
Net Shop products	Old Data	06/11/2018	06/11/2018	lingofadgets.csv	392	79	✖
SEIG	Old Data	29/02/2020	29/02/2020	SITCupload.csv	754	753	✖
Stockroom	Active	12/06/2020	12/06/2020	stock-in-the-channel-EUR.csv	506	506	✖
Z_Products	Old Data	13/03/2020	13/03/2020	Z_Products_Volkus.csv	6	6	✖

Active Distributors

Distributor	Status	Imported	Updated	File Downloaded	Products	Products in Stock	
Academia	Old Data	06/11/2019	14/05/2019	PricefileT1.csv	338	182	✖
Arroyo ECS (ireland) Ltd	Active	16/06/2020	16/06/2020	Stockinthechannel.csv	5416	64	✖

Private Datafeed Wizard

Required

- Distributor SKU
- Brand SKU
- Brand
- Product Name
- Stock level
- Price

Private Feeds are any stock and price lists that do not exist as public feeds, such as a warehouse of your own.

- 1 If appropriate, Click Add A Private Feed to begin and follow the step-by-step guide.
- 2 Create a file using the column headers listed and upload via the wizard.

NB. Distributor SKUs must be a unique value. Stock levels must be whole numbers. Prices must 00.00 without £ signs.

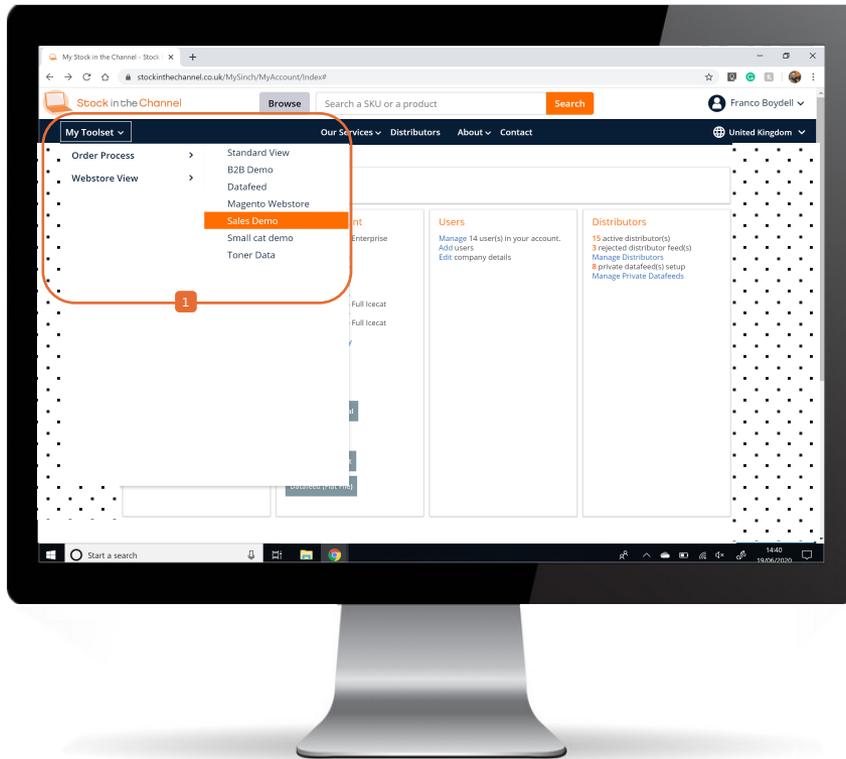
NB. At the end of the steps click FINISH! in the top right corner.

NB. Private feeds are updated overnight so they will not be immediately available.

Part 2: Setting up Stores Area

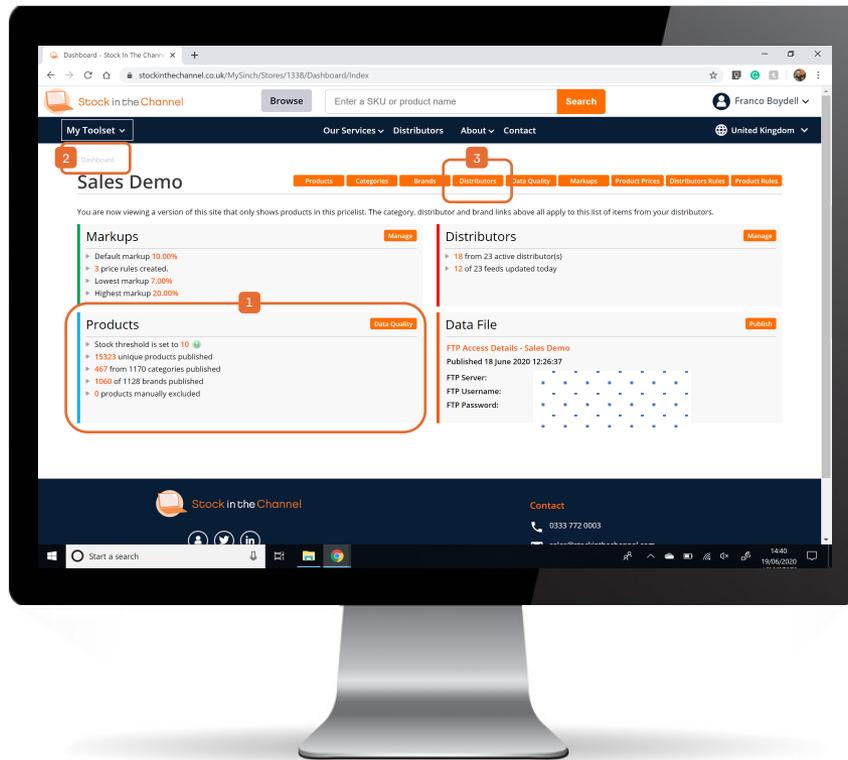


Step 1



To begin setting up your Stores Area, use the My Toolset button in the top left, Webstore View and choose your store.

Step 2



1 Your dashboard provides an overview of the incoming data feeds and products selected for export.

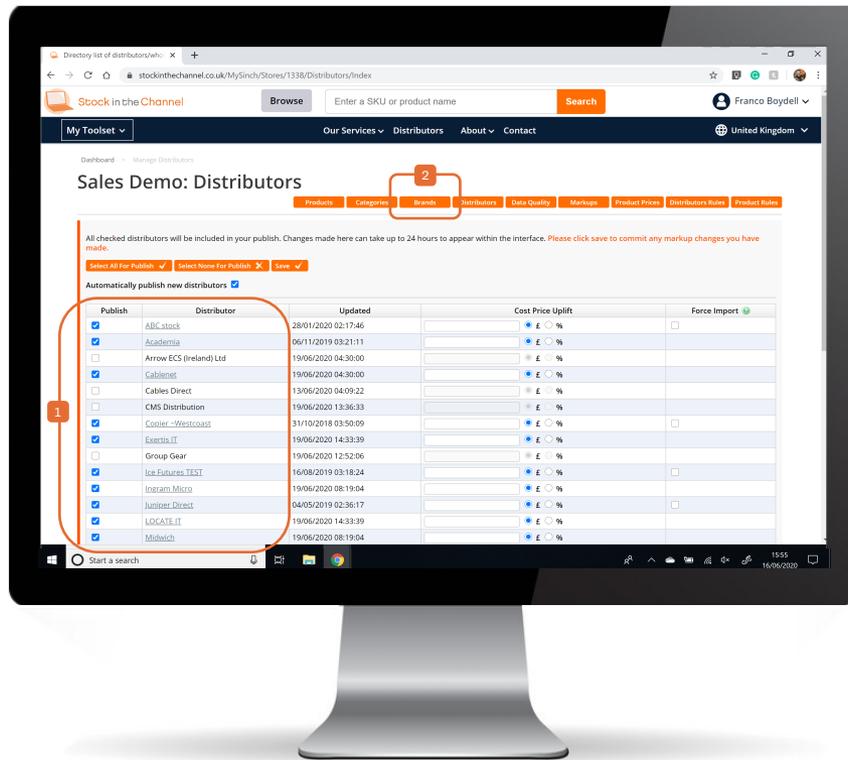
Default settings begin with everything turned on. In order to set up Products you need to remove items through a process of elimination.

It is likely that you have this planned out carefully - even so, if you are setting up a new Stores Area please allow a good amount of time to complete correctly.

2 NB. You can return here to your main account page by clicking Dashboard in the top left at any point.

3 It is good to start with the Distributors tab.

Step 3



You will only see Distributors you have plugged into SINCH.

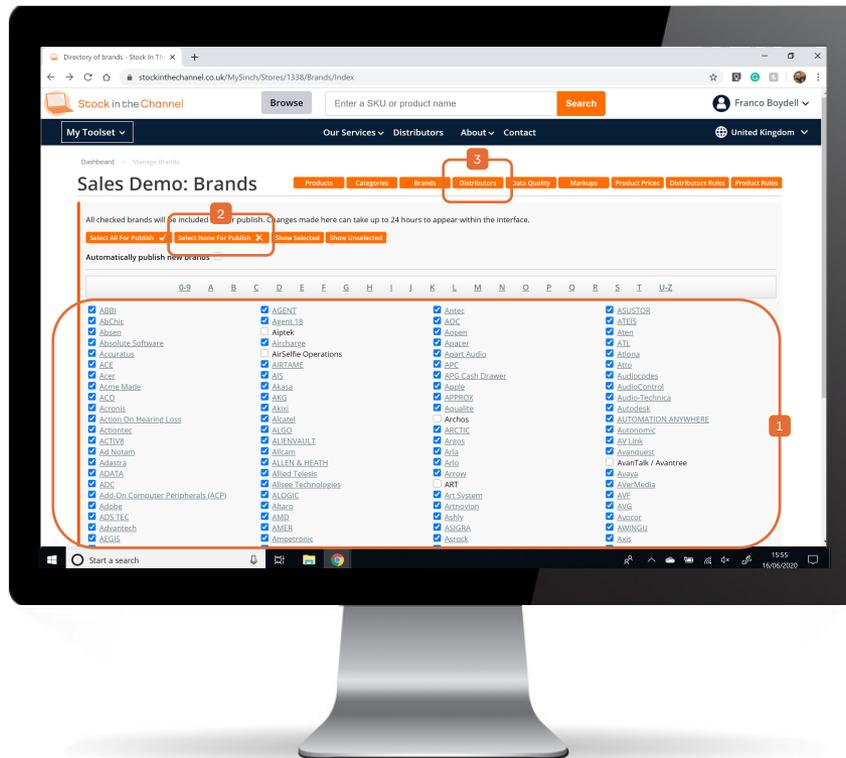
To exclude Distributors from your Webstore data feed ensure their Publish box is unticked.

NB. You will still be able to see their cost prices within Standard View, but their product will not be considered when calculating sale prices for customers or exporting data to your system.

We recommend only selecting Distributors that you trust, or work closely with.

Next, we suggest moving onto Brands.

Step 4



1 By default, all the brands offered by all your Published Distributors will be turned on. All checked brands will be included in your data publish.

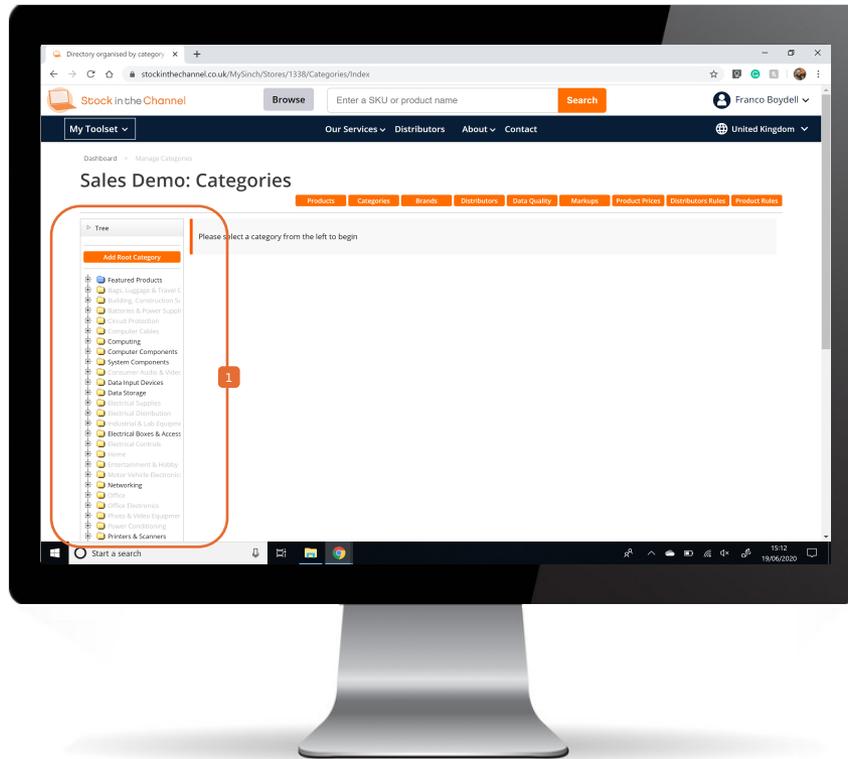
Again, untick Brands you do not wish to include.

2 Alternatively you can approach this from the other way by clicking Select None For Publish. You can then go through and tick the brands you would like to include in your data export.

NB. This will dramatically reduce the number of Products in your feed.

3 The next step is usually Categories of Products.

Step 5

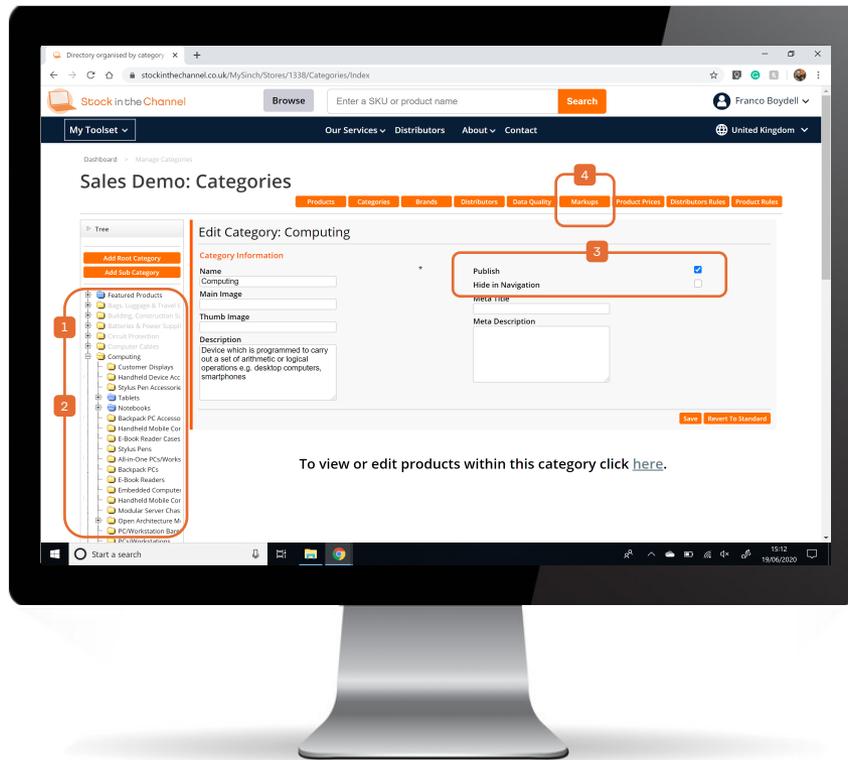


New SINCH customers begin with all Categories turned on.

You can customize the Categories to export as well as their appearance.

Some website designs display Categories across the top navigation, so bear in mind your sites navigation when deciding how many top-level Categories to display.

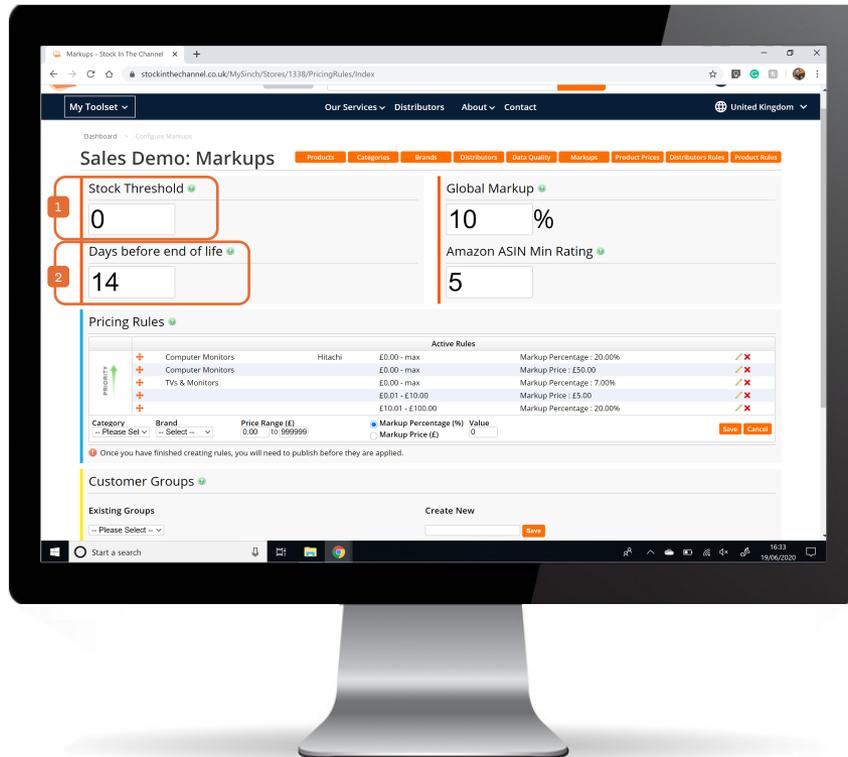
Step 6



You can edit the Category Tree to create your preferred layout and offering.

- 1 Drag and drop folders within created Sub Categories for a more manageable list, and an uncluttered user experience.
- 2 Default Categories are yellow, Categories you create are blue.
- 3 You can un-Publish specific Sub Categories to hide these products without disrupting your full Category Tree structure.
- 4 Once this is complete, head to the Markups tab.

Step 7



- 1 Setting Stock Threshold is the final part of Product selection.

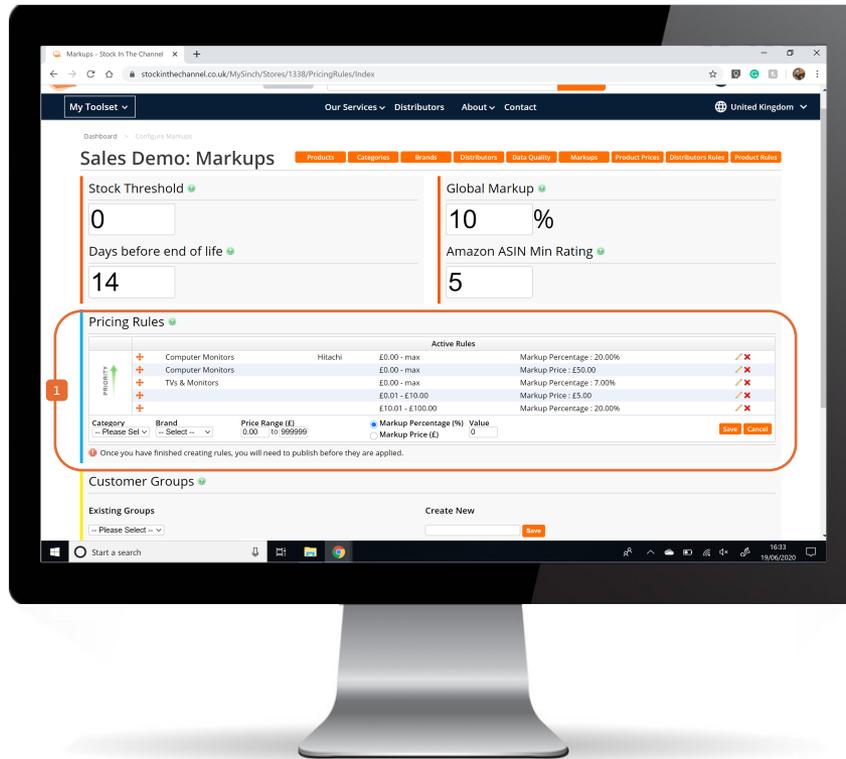
To avoid overselling, you may choose to exclude products if stock levels fall below your chosen threshold.

Stock Threshold can be any number based on your preference. To include Out Of Stock products in your data feed, set Stock Threshold to 0.

- 2 If choosing 0, the Days before end of life function will appear. This is the number of days that the Product will be displayed for with 0 stock, before being excluded from your data.

This is useful for managing Products that are likely to come back in stock.

Step 8



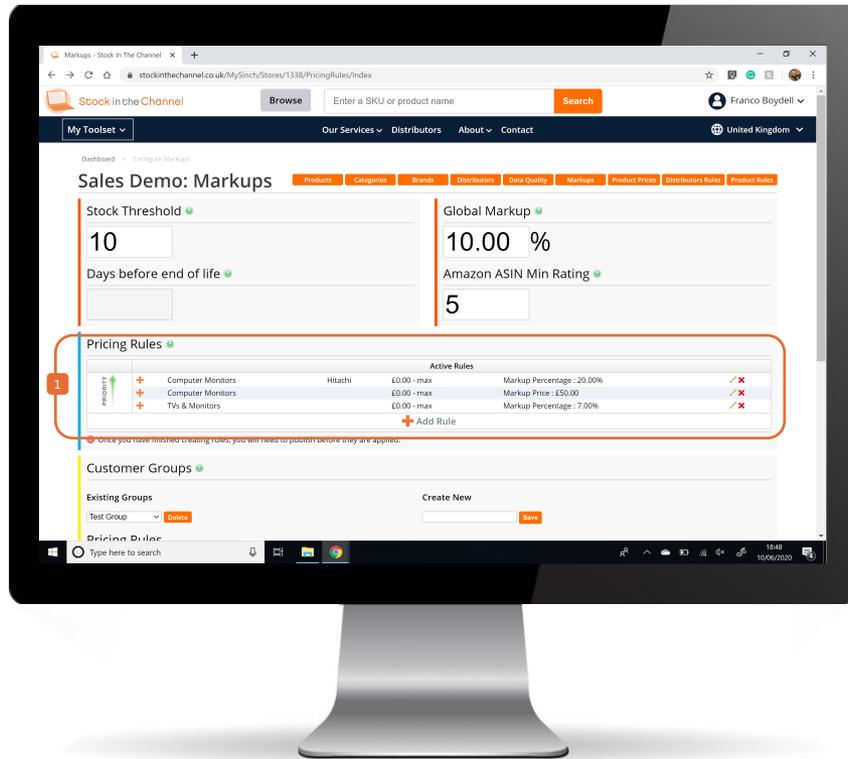
1 SINCH automatically uses the lowest cost price from all of your selected Distributors, then applies your Markup.

You can implement different Markups for different products by setting Pricing Rules.

Example: Add 20% Markup onto Products with a cost price between £10.01 - £100.00 to calculate the sale price.

You can create an unlimited number of rules using a combination of your Categories, Brands and Price Ranges.

Extra: Pricing Rules



- 1 Drag and drop your rules in Priority Order. It is very important to remember that rules at the top override lower rules.

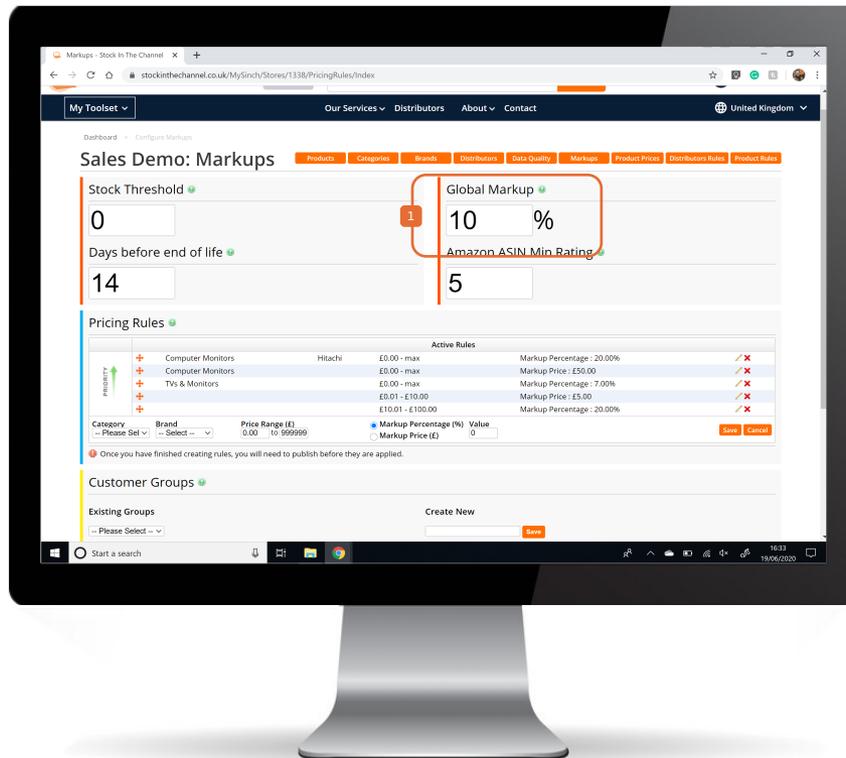
Example: Computer Monitors from Hitachi get a 20% markup.

Any other Computer Monitors would receive a blanket £50 markup.

Any other TVs & Monitors receive a general 7% markup.

Tip: The more specific the rule, the higher it should be placed.

Step 9

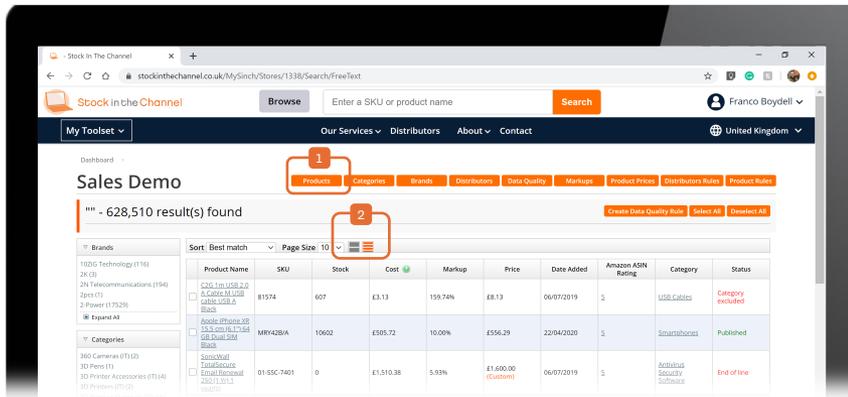


- 1 Global Markup is your safety net that prevents you selling anything at cost.

If a Product is not covered by a Pricing Rule the sale price will default to use the Global Markup.

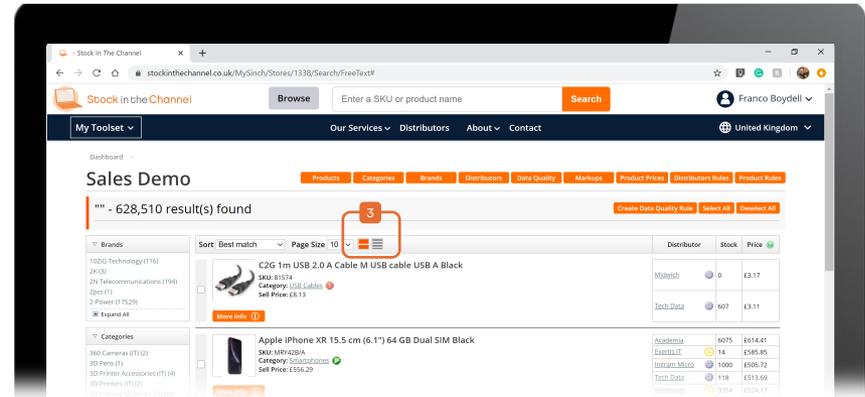
Further information on Markups and setting up specific pricing for Customer Groups is covered in [Module 3: Working with Customer Groups](#).

Step 10



There are a number of ways to manage your product selection at item level.

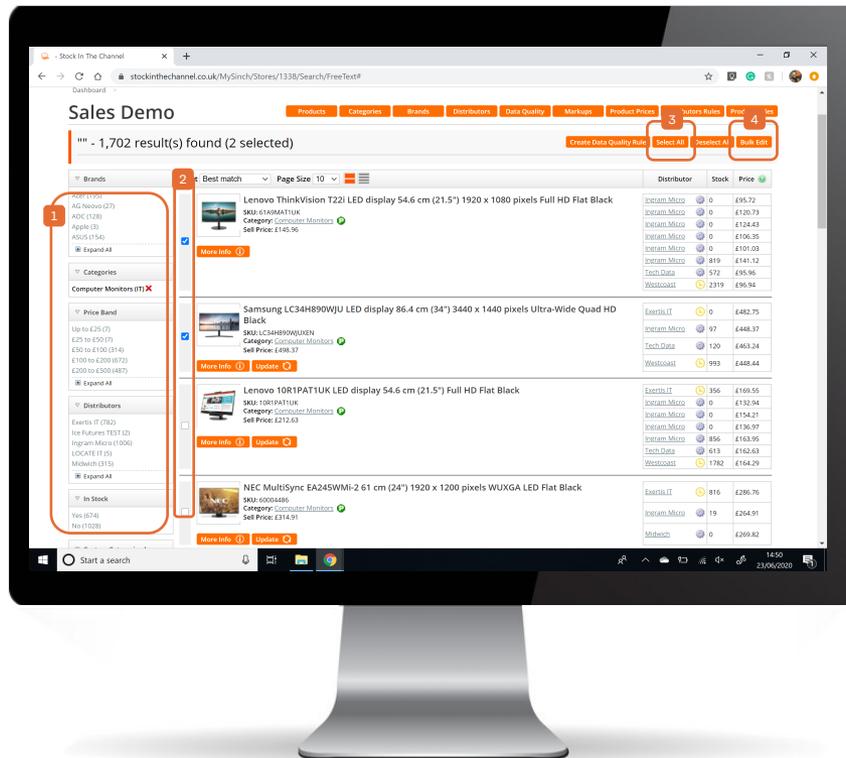
- 1 The best way to do this is through the Products tab.



Here we see all of the available products within your store.

- 2 Condensed view simply displays the cost and your markup.
- 3 Expanded results is similar to the display in Stock In The Channel Standard View.

Step 11



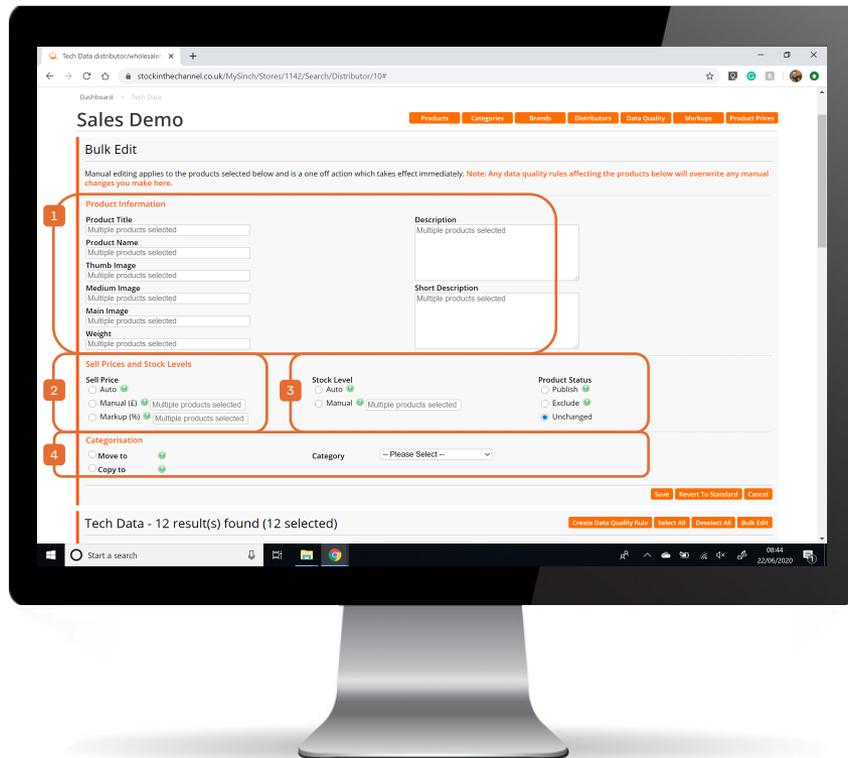
1 To Bulk Edit products choose from Brands, Categories, Price Band or Distributor using the menu on the left.

2 Depending on the Products you want to edit, select individual products or the use the Select All function.

4 Then click Bulk Edit.

Example: Move a smaller number of new SKUs to your Featured Products Category for the week they launch.

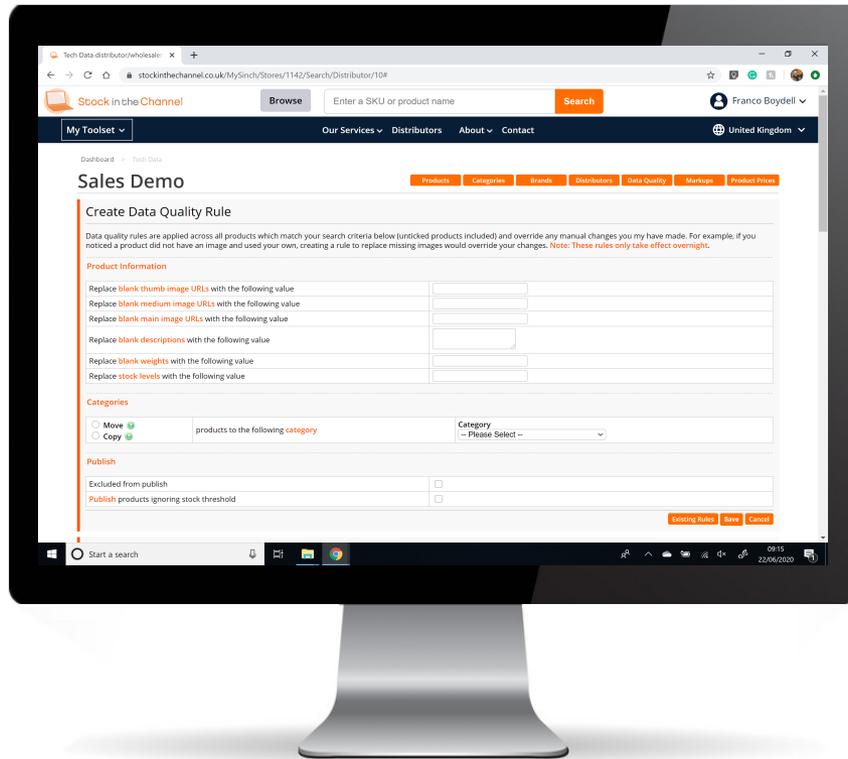
Step 12



1. Within the Bulk Edit you can change the Product Information for this group of products.
2. You can also edit the prices for the list of products. These Markups do not consider any of the Price Rules within the Markups area you have otherwise set.
3. You can also force the stock display to always show a set number of stock available, even if this supplier has a Stock Level of 0.
4. If you Move the product it will no longer be in its original Category. Copying the product means will appear both or all selected categories.

Make sure you Save the edit once complete.

Step 13



Back on the Product results page, we can also create a Data Quality Rule.

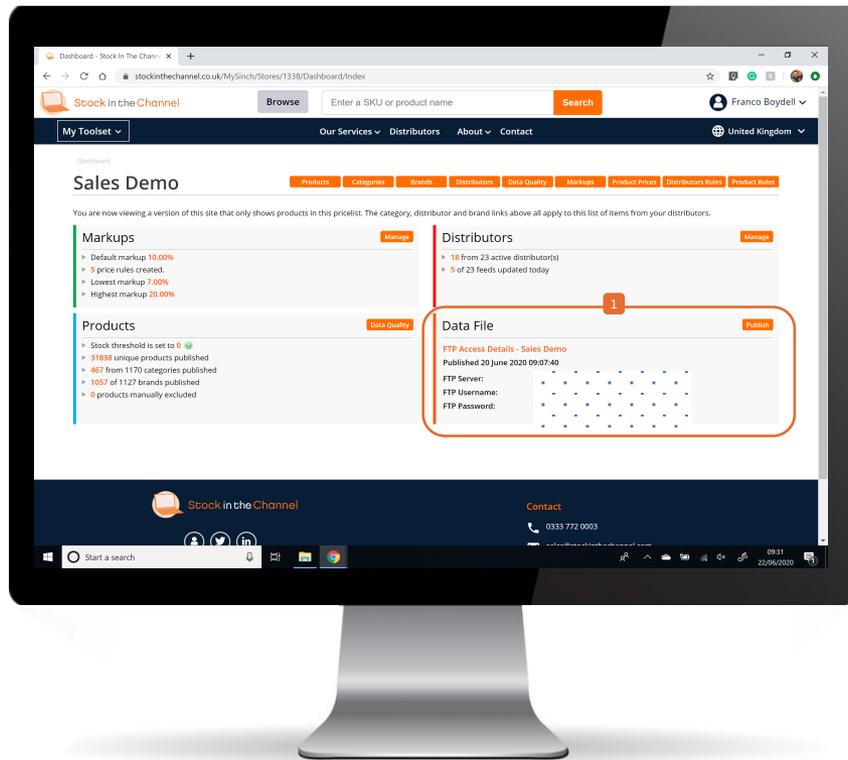
These are very powerful rules that occur every night. They apply to Products that are in the data feed now, and any Products that are added in the future.

Example: All Apple products will be moved into the Apple Category, regardless of product type (iPhone, iPad, iMac).

NB. Data Quality Rules will only come into affect the night after you have created them.

All Data Quality Rules are visible using the navigation tab.

Step 14



Finally, Product and Category changes and rules only come into affect the night after you have set them.

To Publish the new Data File you have created and implement the updates immediately, click Publish on your Dashboard.

1

We ask that you refrain from implementing this action often, as it is a very labour intensive action and can cause the SINCH system delays. Please only do so in very urgent scenarios.



Stock in the Channel

Thank you

You're now ready to move onto Module 2: Creating Accounts & Contacts.

If you have any further questions, please email or call your Stock In The Channel Account Manager and they will be happy to provide any additional information.

Modern Selling How-To Guides