



MULTI-STORE OWNER

Quick Start **Guide**



Access your B2B Growth Portal at the link below:
B2Bgp.cartridgeworld.com

Step 1: How Do I Login?

Look for your email invitation to access the portal.

This email will provide your personal access login information with your unique user permissions to participate as a member or as a multi store member with administrator permissions if you are a Franchise Owner or Master.

- Email sender: cartridgeworld@in2communications.com
- Subject Line: **REVISED B2B LOGIN INFORMATION - Your Cartridge World B2B Growth Platform is Online!**

Can't see your invitation? Check your spam/junk folder

Need help? Please contact: Jacob@in2communications.com

**Access your B2B Growth Portal at the link below:
B2Bgp.cartridgeworld.com**



Welcome Cartridge World Members! Get ready to showcase your B2B value proposition with the support, training, digital marketing and lead generation to grow this year.

This year's B2B growth components include:

- B2B Training
- B2B Marketing
- B2B Lead Generation
- B2B Local Marketing Packages

A screenshot of the B2B Growth Platform login page. The page has a white background with a dark grey header. The word "LOGIN" is displayed in a small box at the top left. The main heading is "LOGIN" in a large, bold, black font. Below the heading is the instruction "Please enter your access information to enter the B2B Growth Platform." There are two input fields: the first contains the email address "john@selltwin.com" and the second contains four dots representing a password. A yellow "Sign In" button is positioned below the password field. At the bottom of the form, there is a link that says "Forgot your password? Click here." The background of the entire page features a dark grey desk with various office supplies like a pen, a notebook, and a tablet.

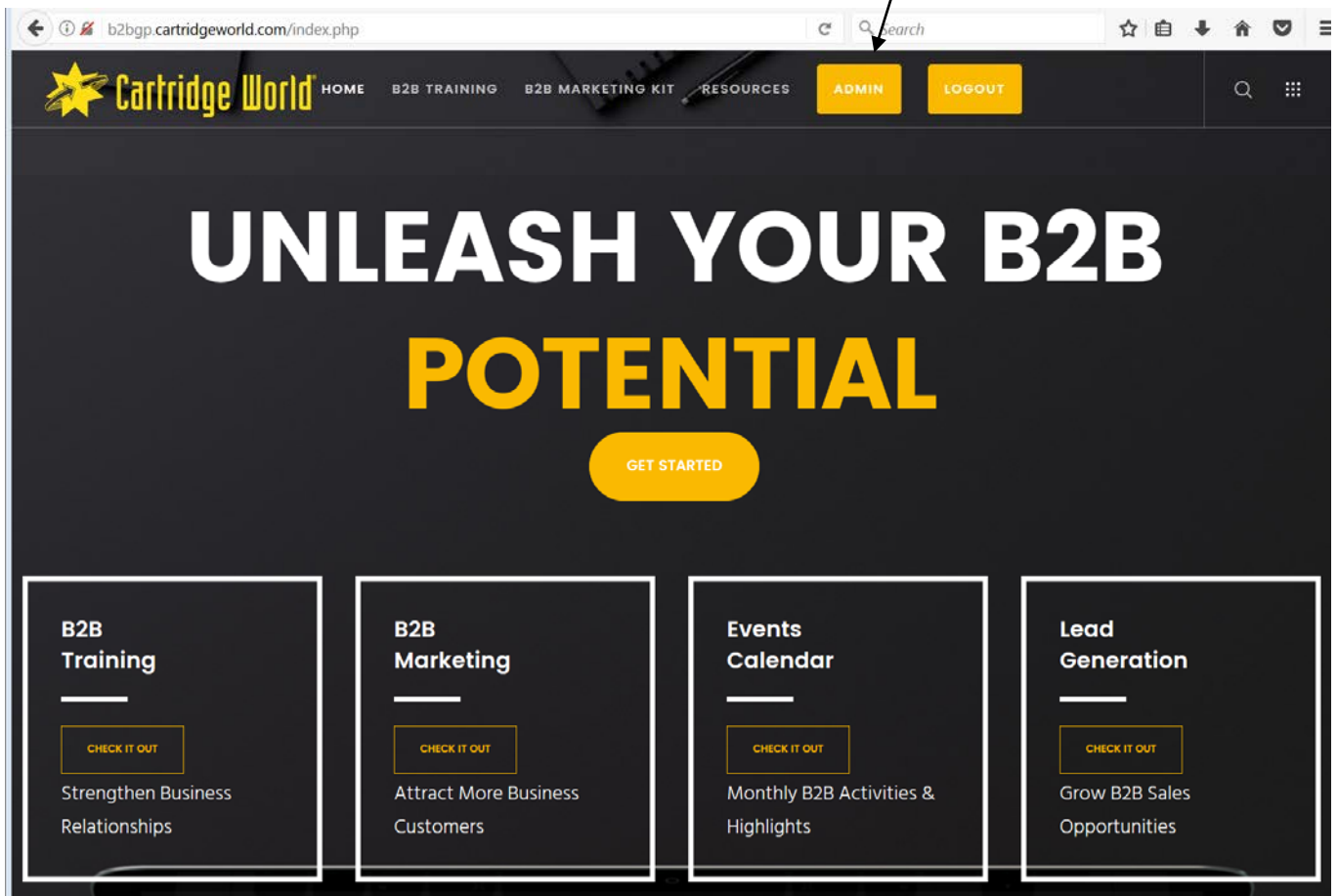
Step 2: How can store employees access the system?

Masters, Multi Store Owners and Franchise Owners can add / delete members.

When Masters, Multi Store Owners and Franchise Owners login, they enjoy advanced administrator permissions by selecting the orange **ADMIN** button on the top menu inside the B2B platform.

This **ADMIN** access allows them to do the following:

- **Add New Members** at the store level:
 - Franchise Owners can add new members now
 - Masters will be able to do this Friday, March 17th 2017
- **View Training status** by store and by participant at each store
- **View Lead Generation Dashboard** for all stores within their organization – Coming April 2017!



The screenshot shows the Cartridge World B2B platform website. The browser address bar displays "b2bgp.cartridgeworld.com/index.php". The navigation menu includes "HOME", "B2B TRAINING", "B2B MARKETING KIT", "RESOURCES", "ADMIN", and "LOGOUT". The "ADMIN" button is highlighted in orange. Below the navigation menu, the main heading reads "UNLEASH YOUR B2B POTENTIAL" in large white and yellow letters, with a "GET STARTED" button below it. The page features four columns of content, each with a "CHECK IT OUT" button:

- B2B Training**: Strengthen Business Relationships
- B2B Marketing**: Attract More Business Customers
- Events Calendar**: Monthly B2B Activities & Highlights
- Lead Generation**: Grow B2B Sales Opportunities

Step 3: How do I view my store activities?

Simply click this button on the top menu



System Administration

Training Report

Add/Remove Users

Return to Training

Return to Portal

View the 'Training Report' by store & individual

Simply 'Add Users' here by filling out form

Simply 'Remove Users' here by clicking 'remove'

Sales Training Progress Report

Name	Store Number	Date Registered	Modules Completed	Last Activity	Date Certified
Alan White	1111	Mar 10, 2017	1/10	Mar 17, 2017	
Alro Dekraai	1111	Mar 15, 2017	0/10		
Anne Marie MacNeill	1111	Dec 31, 1969	0/10		
Brad Sinclair	1111	Mar 15, 2017	0/10		
Devon Ronson	1111	Mar 15, 2017	0/10		
Ed Horowitz	1111	Mar 15, 2017	0/10		
Francisco Garrido	1111	Mar 15, 2017	0/10		
Jackie Kennedy	1111	Mar 15, 2017	0/10		
Jake Brown	1111	Mar 15, 2017	0/10		
Jerry Medlin	1111	Mar 15, 2017	0/10		
Jim Threkeid	1111	Mar 15, 2017	0/10		
John Simpson	1111	Mar 8, 2017	10/10	Mar 10, 2017	Mar 10, 2017
Kelly Williams	1111	Mar 15, 2017	0/10		
Patrick Le Feuvre	1111	Mar 15, 2017	0/10		
Rebecca Lajoe	1111	Dec 31, 1969	0/10		
Rick Lambert	1111	Dec 31, 1969	10/10	Mar 14, 2017	Mar 14, 2017
test test	1111	Mar 14, 2017	0/10		
test test4	1111	Mar 14, 2017	0/10		
Timothy George	1111	Mar 15, 2017	1/10	Mar 21, 2017	
Tom Ryan	1111	Mar 15, 2017	0/10		
John Simpson	2222	Mar 14, 2017	0/10		
John Simpson	2222	Mar 16, 2017	0/10		

It's easy to Add or Remove a User!

Add User - Simply complete the form below and select the "Add User" button
Remove User - Click the "Remove" beside the member's name below

First Name:

Last Name:

Email:

Store:

I verify the person above works directly for this company.

Account Members

Username	Password	Name	Email	Remove
awhite@cartridgeworld.com	----	Alan White	awhite@cartridgeworld.com	Remove
test2@setltoin.com	----	John Simpson	test2@setltoin.com	Remove
kwilliams@cartridgeworld.com	----	Kelly Williams	kwilliams@cartridgeworld.com	Remove
rick@setltoin.com	----	Rick Lambert	rick@setltoin.com	Remove
alrodekraai@gmail.com	4y8ebu90	Alro Dekraai	alrodekraai@gmail.com	Remove
Annemarie@setltoin.com	by6emuly	Anne Marie MacNeill	Annemarie@setltoin.com	Remove
bsinclair@cartridgeworld.com	opurovag	Brad Sinclair	bsinclair@cartridgeworld.com	Remove
devon@setltoin.com	a3e4az65	Devon Ronson	devon@setltoin.com	Remove
ehorowitz@cartridgeworld.com	8e3lqov	EG Horowitz	ehorowitz@cartridgeworld.com	Remove
fgarrido@cartridgeworld.com	bhorazi	Francisco Garrido	fgarrido@cartridgeworld.com	Remove
jkennedy@cartridgeworld.com	6y2e4arjy	Jackie Kennedy	jkennedy@cartridgeworld.com	Remove
jbrown@cartridgeworld.com	j5asage	Jake Brown	jbrown@cartridgeworld.com	Remove
gmedlin@cartridgeworld.com	uraj9ab	Jerry Medlin	gmedlin@cartridgeworld.com	Remove
jthrekeid@cartridgeworld.com	uzyy4or	Jim Threkeid	jthrekeid@cartridgeworld.com	Remove
gmedlin@cartridgeworld.com	e-tjodad	Patrick Le Feuvre	gmedlin@cartridgeworld.com	Remove
Employee	1111	Rebecca Lajoe	Rebecca@setltoin.com	Remove

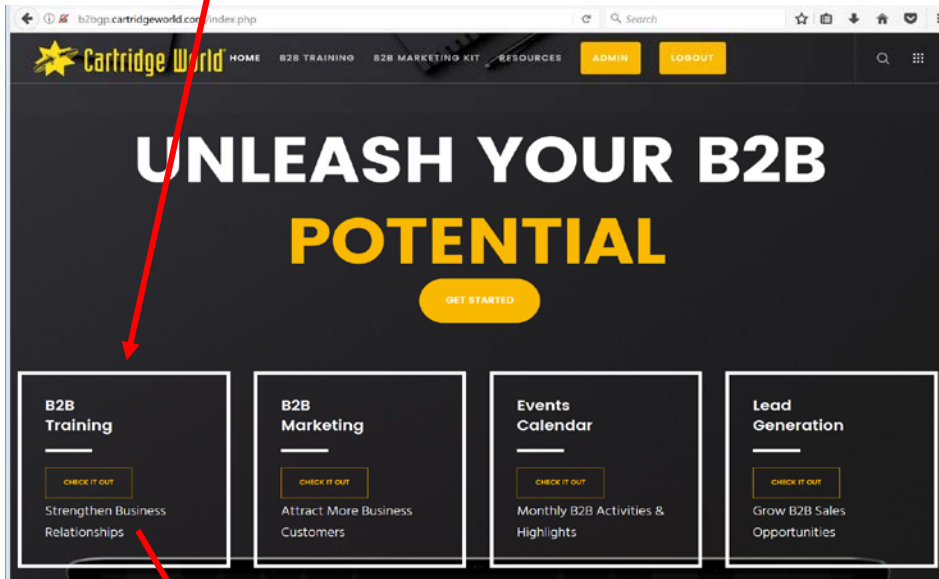
*system will automatically delete the users access rights

Note: Additional visibility of store registrations and portal activity will be added to the Admin page by March 25th, 2017.

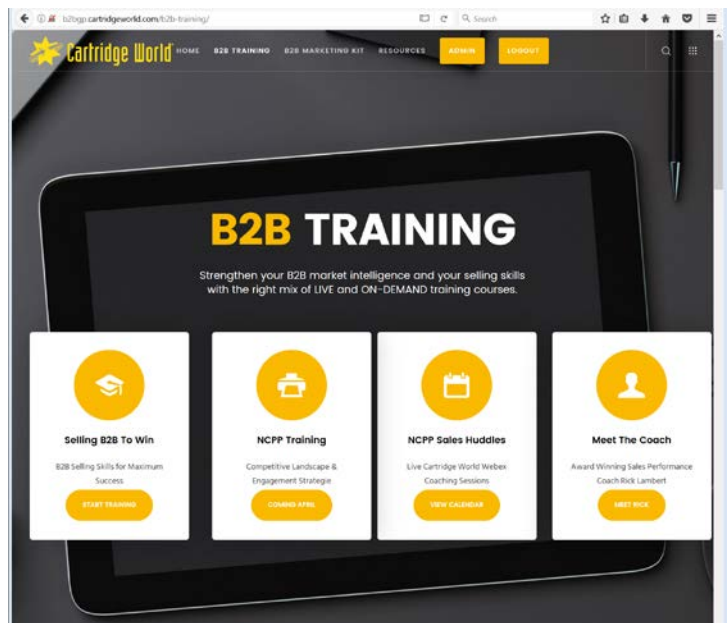
Step 4: How do I access the Selling B2B to Win training?

It's easy!

First, select the "B2B Training" button.



Then select the "Selling B2B to Win".



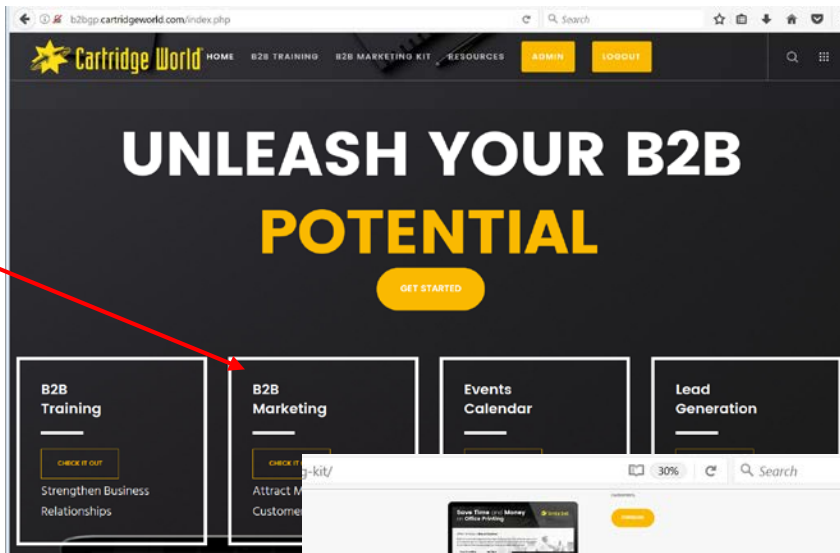
Note: The system will remember where you exited the training system should you need to leave and return to complete a module or course!

Step 5: How do I access the B2B Marketing Kit?

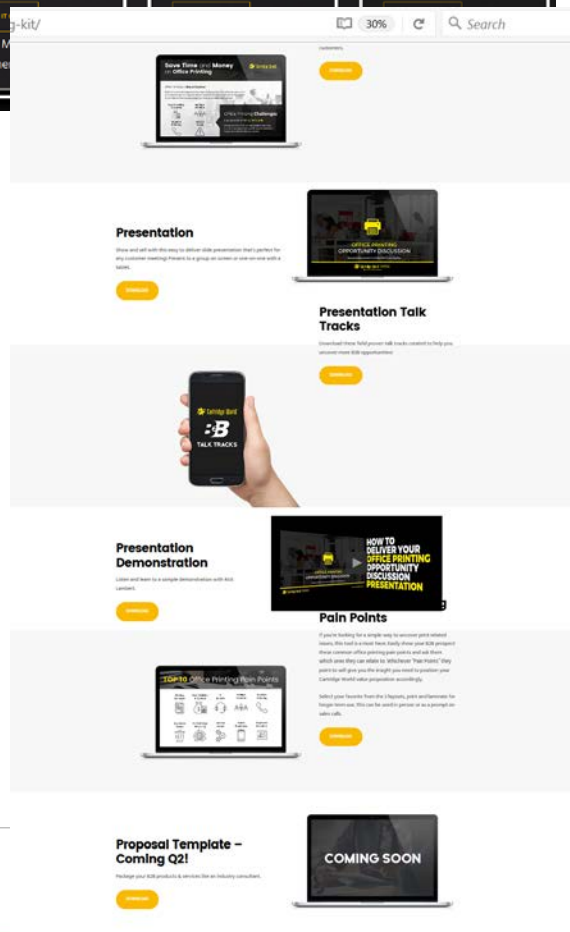
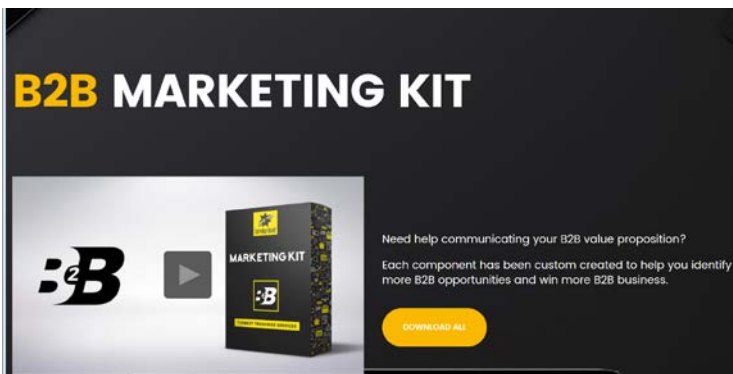
Your brochures, presentation aids, demand generation video, talk tracks and presentation coaching video are all ready for you to download and add your store branding!

Here's how:

Select "B2B Marketing"



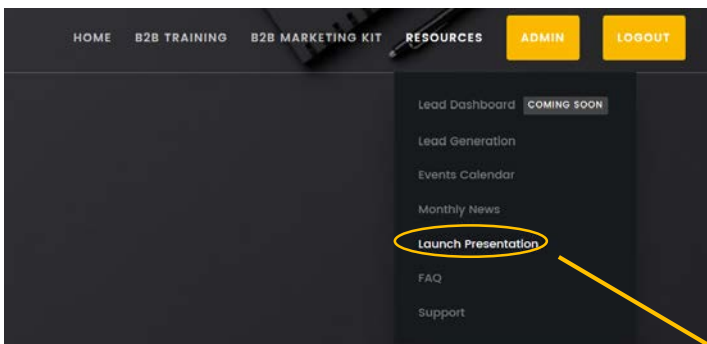
Scroll down to select your B2B tools!



Store Launch Ideas

Here are some simple ways to showcase the value of the new B2B training and marketing resources and get your people unleashing their B2B potential right away.

- Review portal with store owners / employees.
- Encourage your people to complete the B2B training by march 31st to qualify for upcoming prize drawing.
- Use the individual B2B training modules within your store meetings
Note: each topic lasts only 10-12 minutes.
- Establish a store “B2B champion” at each location to make sure the marketing kit enablers are readily available for customers.
- Setup a B2B blitz activities focus day or time for all people to try the new B2B assets to stimulate B2B sales opportunities.
- Remind your people who may have missed the launch WebEx overview with Alan White & Rick Lambert that it is now available on the portal.



Quick Start FAQs

Q Who do we contact if we have a question or need help?

A – jacob@in2communications.com or contact Jacob toll free at 877.657.9558 between 8:30am and 5pm EST.

Q When do the Lead Generation activities begin?

A April 2017 and we will notify you in advance!

Q How long is the Selling B2B to Win sales training program available at no charge?

A You and your people have full unlimited access to all 10 training videos until June 30th, 2017. After this time, a pay-per-view fee of \$500 per person, may apply.

Q How long does it take to compete the Selling B2B to Win Training?

A 3 hours including suggested offline activities.

Q Is this program restricted to Cartridge World?

A Yes, access to the B2B Growth Platform by non-Cartridge World personnel is strictly forbidden.

Q Will there be local marketing packages for Franchisees to consider using at the local store level?

A Yes, our B2B partners at www.in2communications.com and www.selltowin.com will be announcing corporate approved programs and packages soon at a negotiated discount rate for Cartridge World Franchisees. Stay tuned! If you have more questions please see the FAQ on the portal or email us.