



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 area. The word "LOGIN" is displayed in a small box at the top left. The main heading "LOGIN" is centered. Below the heading, there is a prompt: "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, there is a link: "Forgot your password? Click here."

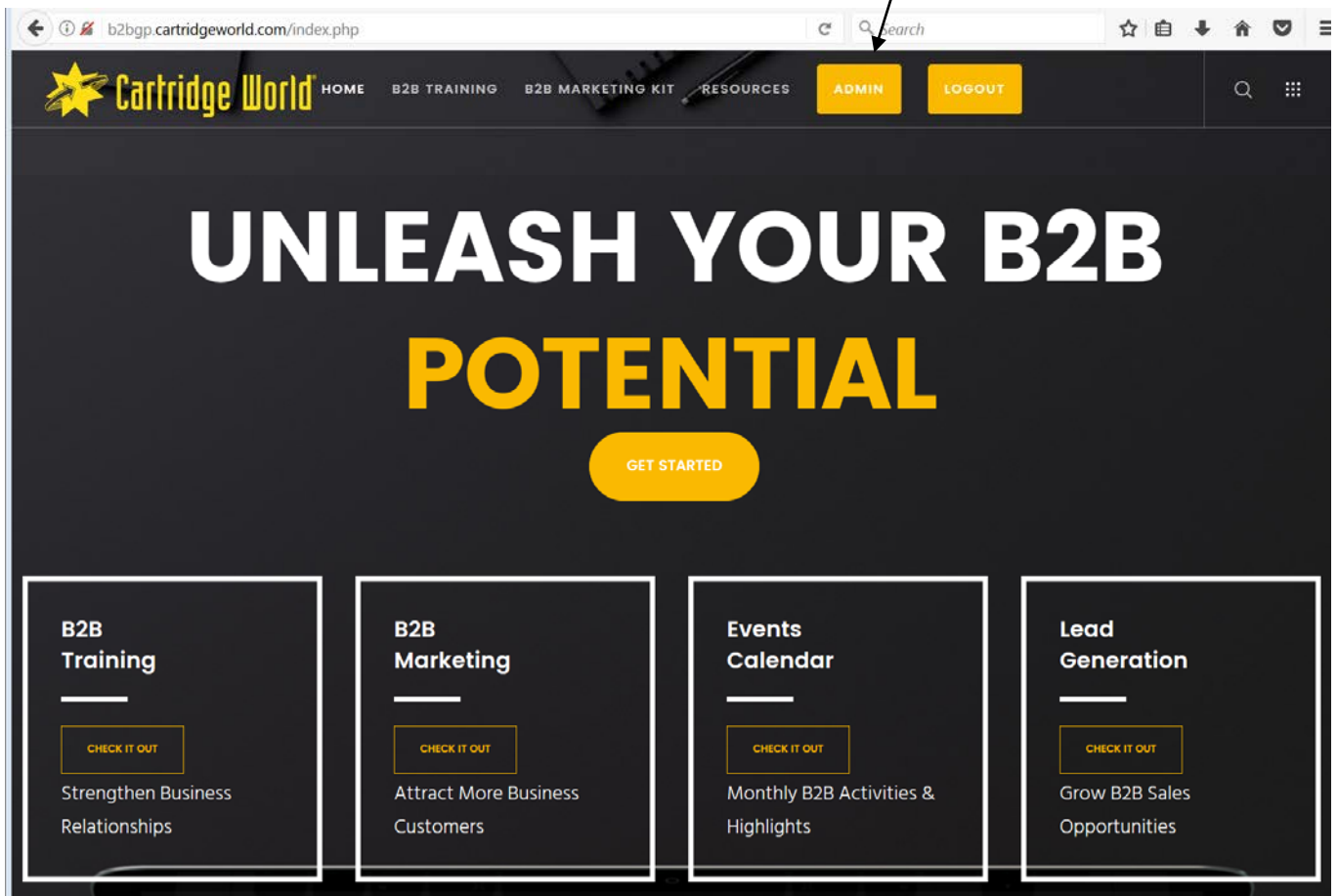
Step 2: How can store employees access the system?

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!



b2bgp.cartridgeworld.com/index.php

Cartridge World HOME B2B TRAINING B2B MARKETING KIT RESOURCES ADMIN LOGOUT

UNLEASH YOUR B2B POTENTIAL

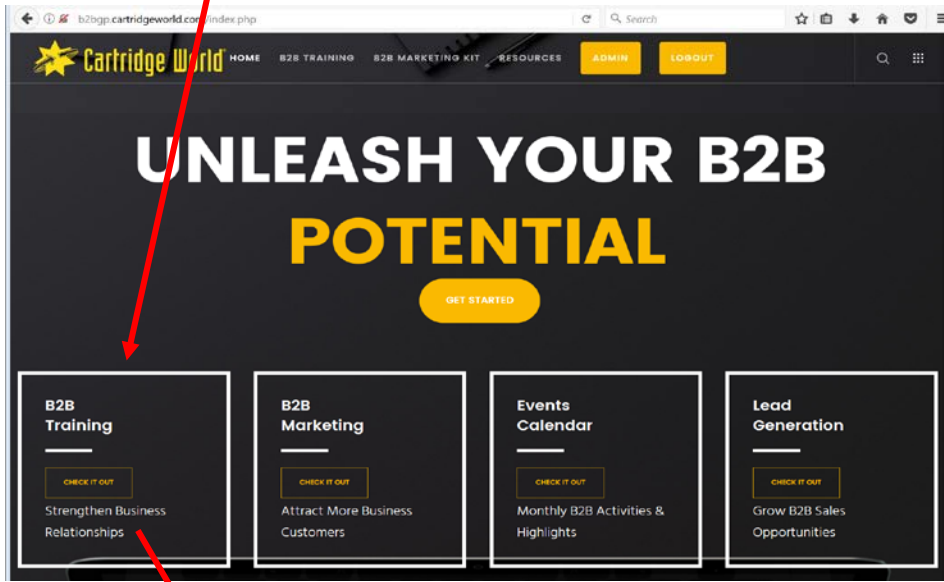
GET STARTED

B2B Training	B2B Marketing	Events Calendar	Lead Generation
CHECK IT OUT	CHECK IT OUT	CHECK IT OUT	CHECK IT OUT
Strengthen Business Relationships	Attract More Business Customers	Monthly B2B Activities & Highlights	Grow B2B Sales Opportunities

Step 3: 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".



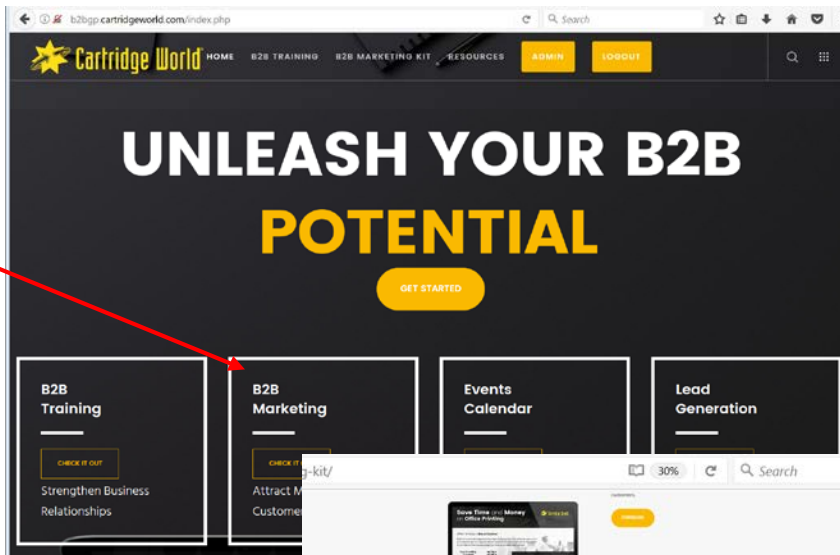
Note: The system will remember where you exited the training system should you need to leave and return to complete a module or course!

Step 4: How do I access the B2B Marketing Kit?

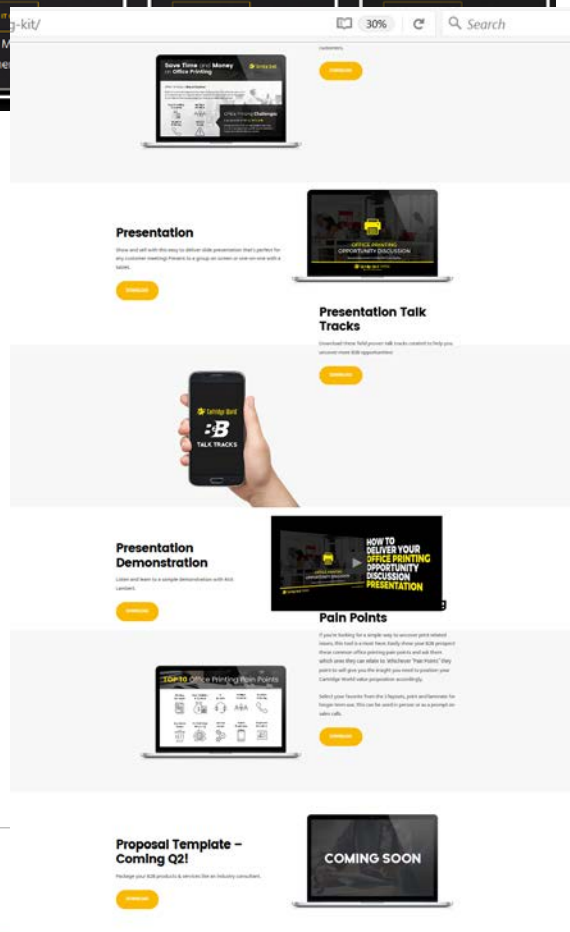
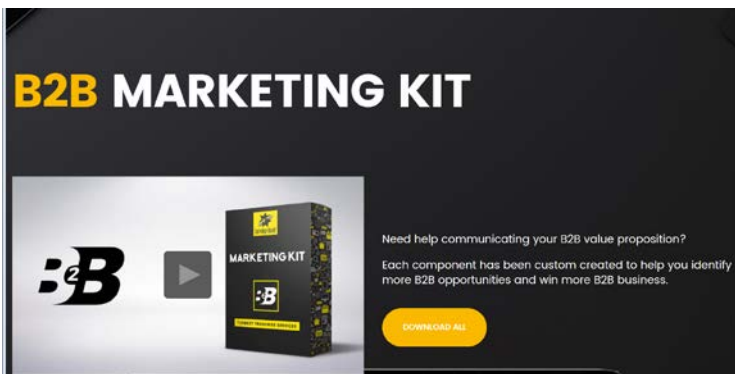
Your brochures, presentation aids, demand generation video, talk tracks and presentation coaching video are all ready for you to download and add your store branding!

Here's how:

Select "B2B Marketing"



Scroll down to select your B2B tools!



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.