



# Reseller's Guide

## 5 easy steps to RESMARK TrueConnect

How travel agencies, hotel concierges, and other resellers can sell tours, activities and events through RESMARK TrueConnect



## 01 GET CONNECTED

Connect to suppliers and resellers

## 02 SELL PRODUCTS

Easily sell any product online, in person, or over the phone.



## 03 VIEW REPORTS

Get reports for sales, accounting, operations, and even invoices and statements for your commissions and net rates.

## 04 MANAGE RESERVATIONS

Search for and manage any existing reservations right from your account.



## 05 MANAGE USERS

Add or remove users in your account and set custom permissions for accessing reports and other functions throughout the system.

## STEP 1: GET CONNECTED

Through RESMARK TrueConnect, a travel agency, hotel concierge or other reseller can have a free RESMARK account. You can connect with select suppliers who have paid RESMARK accounts and sell those suppliers' products for either a commission or a net rate.

You may be reading this because you've been invited to be a reseller by someone who has a RESMARK account. If so, this means your business is already set up in RESMARK! Once your individual user account is approved by your account administrator, you'll be able to log in and access the system.

### SELLING FOR COMMISSION

You can connect to any available suppliers who have set their account as "public". **Simply go to TrueConnect > Available Suppliers > and select any business.** You'll then see the available public products. You can select any of these you wish to sell. You'll be using the merchant account of the supplier to process credit cards for payment and that supplier will pay you the specified commission.

The screenshot displays the TrueConnect dashboard. At the top, there's a header with the TrueConnect logo and links for General Settings and Connection Templates. Below the header, a prompt asks the user to select a business or product to either supply products to or sell their products. The dashboard features four large colored boxes: Available Resellers (31,768), Connected Resellers (35), Available Suppliers (32), and Connected Suppliers (9). Below these boxes is a search bar with the placeholder text 'Search by location, Agency ID (IATA) or business name' and a 'SEARCH' button. The search results list three suppliers: Adventures Out West, Alaska Alpine Adventures, and Anacortes Kayak Tours, each with a 'VIEW PRODUCTS' button.

Category	Count
Available Resellers	31,768
Connected Resellers	35
Available Suppliers	32
Connected Suppliers	9

Supplier Name	Address	Action
Adventures Out West	1680 South 21st Street Colorado Springs, CO, United States	VIEW PRODUCTS
Alaska Alpine Adventures	300 East 76th Avenue Anchorage, AK, United States	VIEW PRODUCTS
Anacortes Kayak Tours	2009 Skyline Way Anacortes, WA, United States	VIEW PRODUCTS

### SELLING VIA NET RATE

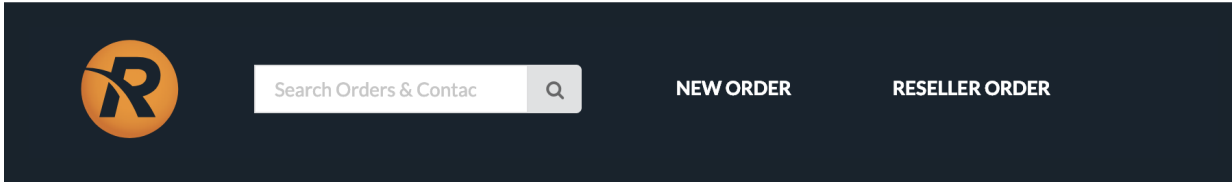
In order to sell a supplier's product for a net rate, that **supplier will need to invite you to sell for them.** The supplier can add you as a reseller if you're not already in RESMARK and they can connect selected products to your account for an agreed-upon net rate. In this scenario, you'll be collecting the payment from the customer and the supplier will bill you the agreed-upon net rate.

## 🔑 STEP 2: SELL PRODUCTS

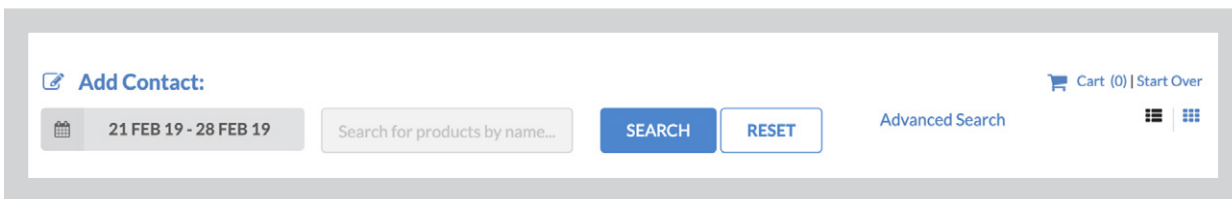
Selling any product that you've connected is super easy.

### 1. SELLING BY PHONE OR IN PERSON

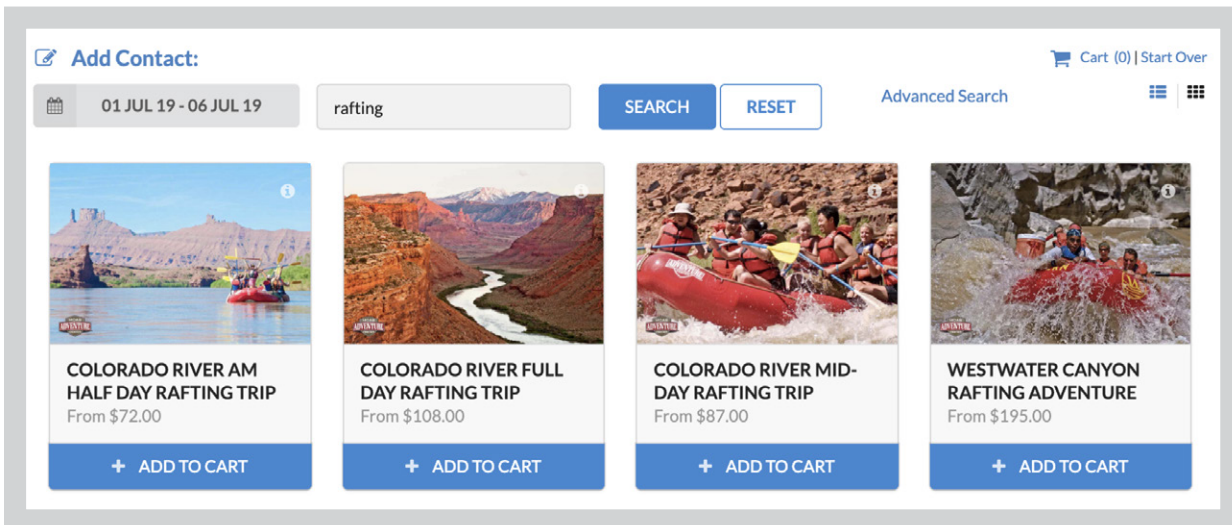
a.) Click "New Order" at the top of the RESMARK application.



b.) Select between "List View" or "Grid View" using the icons at the far right.



c.) Search for products by date and name, click "Add to Cart" and follow the steps to check out.



### COLLECTING CUSTOMER PAYMENT

Upon completing an order, you'll be prompted for payment. Please see the options below.

#### FREE ACCOUNT: COMMISSION

If you're using a free account and are selling on commission, **you'll enter a credit card payment**. Once the service has been provided, you will receive the agreed-upon commission from the product supplier.

**FREE ACCOUNT: NET RATE**

If you’re using a free account and selling on net rate, you’ll want to **select “External Payment” or a payment type that you’ve created under “Settings > Payment”, such as “Room Charge”** if you’re planning to collect the reservation total together with room charges. Once the service has been provided, you will be billed the net rate total by the supplier of the products.

**PAID ACCOUNT: NET RATE**

If you’re using a paid account and are selling on net rate, you’ll **collect the payment yourself directly in RESMARK via credit card or whatever method you choose**. Once the service has been provided, you will be billed the net rate total by the product supplier.

Payment Detail

Credit Card

Johnny Rocket

Credit Card Number

VISA

MasterCard

AMERICAN EXPRESS

DISCOVER

Exp Month

Exp Year

CVV

☒ Save credit card for future use.

Memo

Secure credit card payment

This is a 2048 bit SSL encrypted payment

PAY \$789.45

CANCEL

5

RESMARK Reseller's Guide

## 2. SELLING ONLINE

### OPTION 1: ADD TO CART BUTTON

You can create the shopping experience directly in your website by including an add to cart button with each of your product descriptions and even a live shopping cart that can show at the top of your website.

**Select Guest Quantity**

- 2 + Adult (13+)

- 0 + Child (5-12)

**Select Date**  
AVAILABILITY FOR 2 AVAILABLE NOT AVAILABLE

« JUN 2019 »

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

ADULT (13+) YOUTH (5-12)

\$72 \$62

ADD TO CART

ADULT (13+) YOUTH (5-12)

\$87 \$77

ADD TO CART

ADULT (13+) YOUTH (5-12)

\$108 \$88

a.) Under “Res+Plus” click on “Website Tools”. Then, click “Get This Widget” on the “Add to Cart Button” card.

### Website Tools

**ADD TO CART BUTTON**

Copy and paste code to create "add to cart" buttons for each of your products on your website as well as a cart that you can use on your website.

[GET THIS WIDGET](#)

**DIRECT PRODUCT LINK**

Get a link to an individual product page hosted by Resmark. A great way to advertise your activity or event if you don't have your own website.

[GET A LINK](#)

**ANALYTICS & TRACKING**

Track e-commerce conversions and transactions in Google Analytics. Also add custom tracking code to your confirmation page.

[CONFIGURE ANALYTICS](#)

b.) Select a Product

### Add To Cart Button

Promote Purchase of an individual product with an "Add To Cart" button on your website.

Product

Select Product

DONE

c.) Configure the button with the fields provided, then click the "Copy" button to copy generated code to your clipboard. Paste code into the main body content of your website. Repeat this for each product.

Button Code: Paste once per button within main body content.

Preview Button

ADD TO CART

Button Background Color

#75754D

Button Text Color

ffffff

Button Label

Add To Cart


```
<rm-cart-button product-code="pt6ug1" entity-id="59a85113d0a18245272d6205" price-code="Default" button-label="Add To Cart" class="ui rm button primary entityButton" style="color:ffffff; background-color:#75754D"></rm-cart-button>
```

COPY

d.) If you would like to display a cart icon, choose a color for the cart icon with the color picker. Then click the “Copy” button to copy the generated code to your clipboard. Paste code once into the main body content of your website.

Shopping Cart: Paste once for the cart icon within main body content.

Preview Link

 Cart 0

Shopping Cart Color

<rm-shopping-cart order-page-url="https://moabadventurecenter.app.resmarksystems.com/public/order/index/Order/view" class="link" style="color:#ffffff" ></rm-shopping-cart>

COPY

d.) Select if you want to use brand colors that were set in “Brand Settings”. Click the “Copy” button to copy the generated code to your clipboard. Paste code once just before the closing </body> tag of your website.

Javascript: Paste only once per page just before closing </body> tag.

☒ Use brand colors

<script async src="https://moabadventurecenter.app.resmarksystems.com/javascript/resmark-order.js?entityId=59a85113d0a18245272d6205&useBrandColors=true"></script>

COPY

DONE



OPTION 2: DIRECT PRODUCT LINK

As an alternative to the add to cart button and direct shopping experience, you can simply link to your public product page that RESMARK has already created for you. This is a very simple solution and is more easily implemented.

a.) Click on “Learn More” which is linked to your public product page.



### COLORADO RIVER MORNING HALF-DAY RAFTING ADVENTURE


Sample the beauty and excitement of the full-day trip with this morning half-day adventure on mild to moderate whitewater. Raft Fisher Towers to above Rocky Rapid.

**Duration:** Approximately 4.5 hrs  
**Departure Times:** 8:15 AM  
**Season:** March – October

ADULT (13+)	YOUTH (5-12)
\$72	\$62


LEARN MORE

b.) Book your trip directly from the public product page.



(435) 259-7019

THINGS TO DO   ABOUT US   CONTACT   CART 0



Overview

### COLORADO RIVER AM HALF DAY RAFTING TRIP

4.9 ★★★★★ 519 Reviews  
Moab, Utah

Season  
April, May, June, July, August, September, October

Begins  
8:15 AM

Duration  
Approximately 4 hours

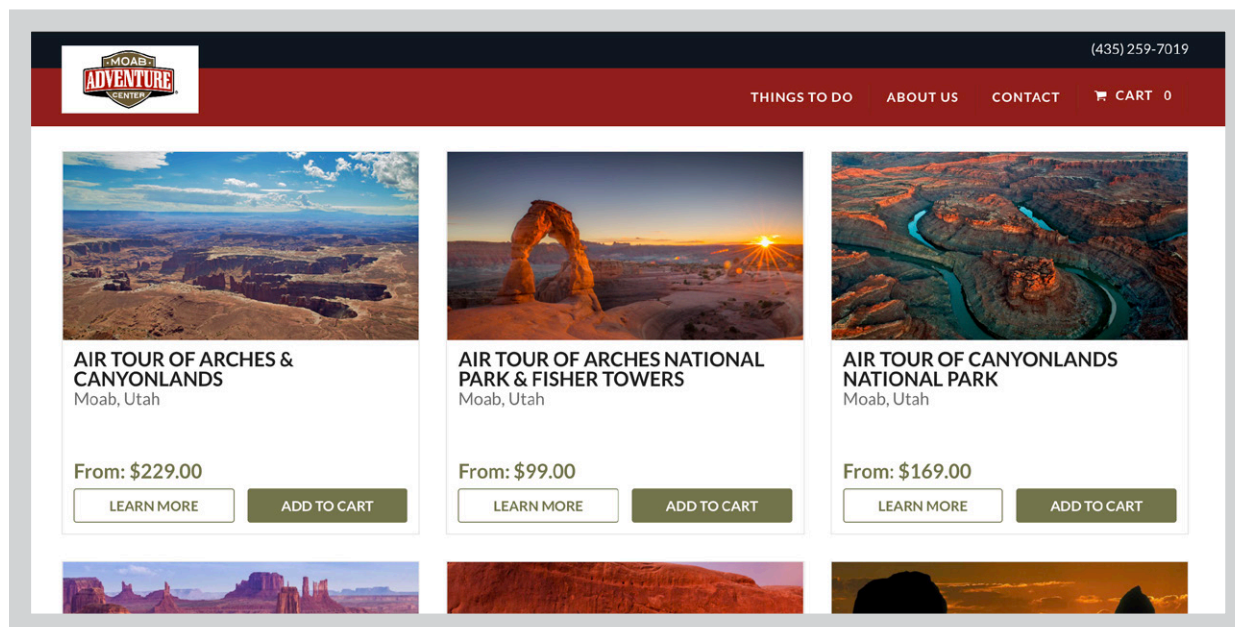
Age Restrictions  
5 years of age and 50 pounds minimum weight

FROM: \$72.00

ADD TO CART

### OPTION 3: DIRECT LINK TO ALL PRODUCTS

Following the same set up as “Option 2”, you can link directly to a listing of all your products that are set up in RESMARK. Simply, create a button on your website that links to the “Things To Do” Page on your Public Page.



### CUSTOMIZE YOUR BRAND SETTINGS


Choose your brand colors and update your logo under Settings > Brand.

#### General


Business Logo(optional) ?  
File type must be jpg, gif or png.  
Image size must be at least 300 pixels wide and 50 pixels tall.


No file chosen


Drag and drop your image here  
Minimum width: 300 pixels



#### Brand Colors

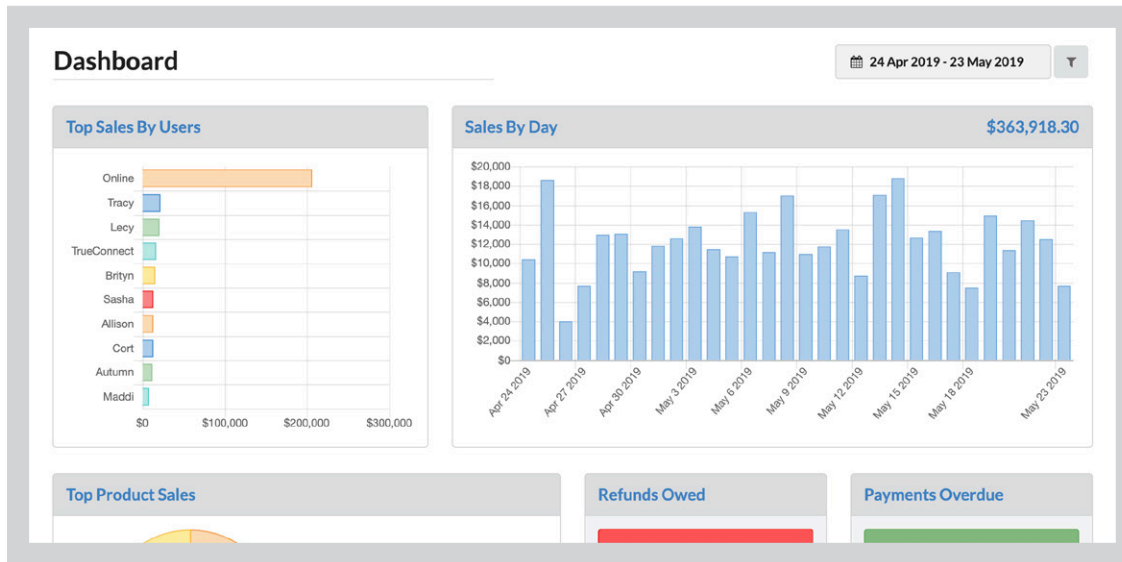
Primary  
 

Primary Text  
 

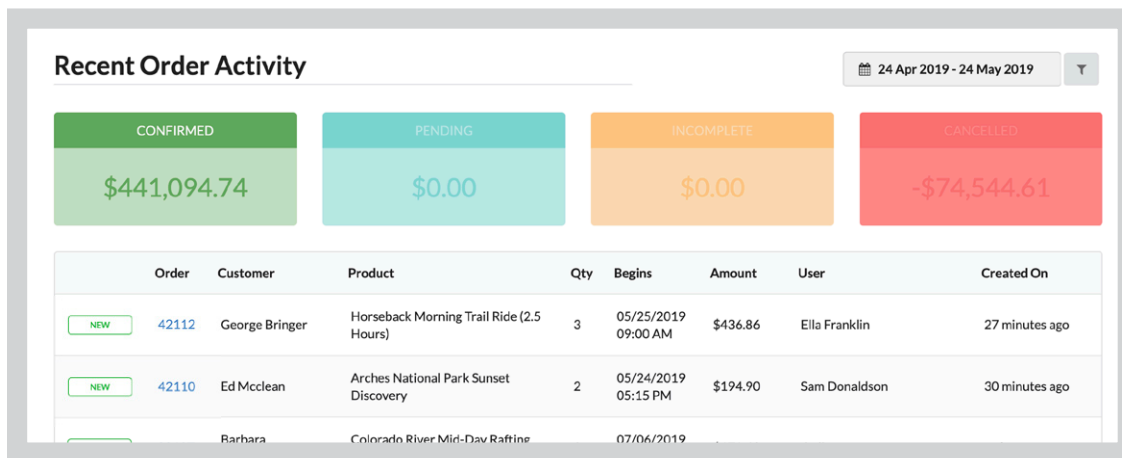
Button  
 

## STEP 3: VIEW REPORTS

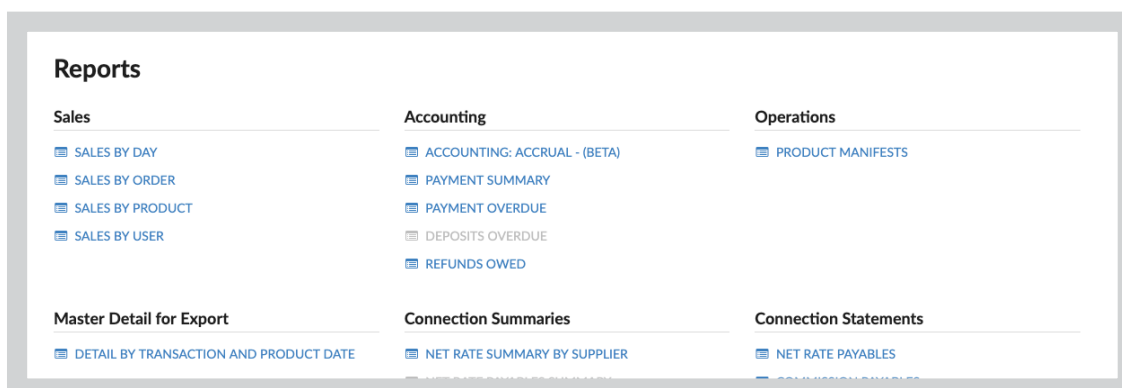
a.) Check out your dashboard for recent stats on sales and helpful tools such as refunds or payments that need attention.



b.) See Recent Activity for all transactions that have occurred lately. “Confirmed” will include new reservations, additions, and modifications. “Cancelled” will include any orders or individuals that have been cancelled.



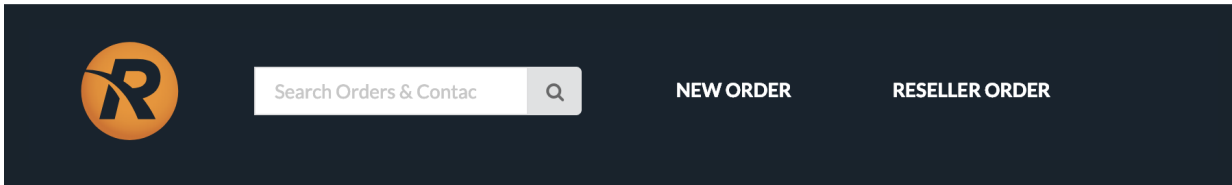
c.) View even more reports under the “Reports” menu. You can see sales, accounting, operations and even invoices and statements for your commissions and net rates.



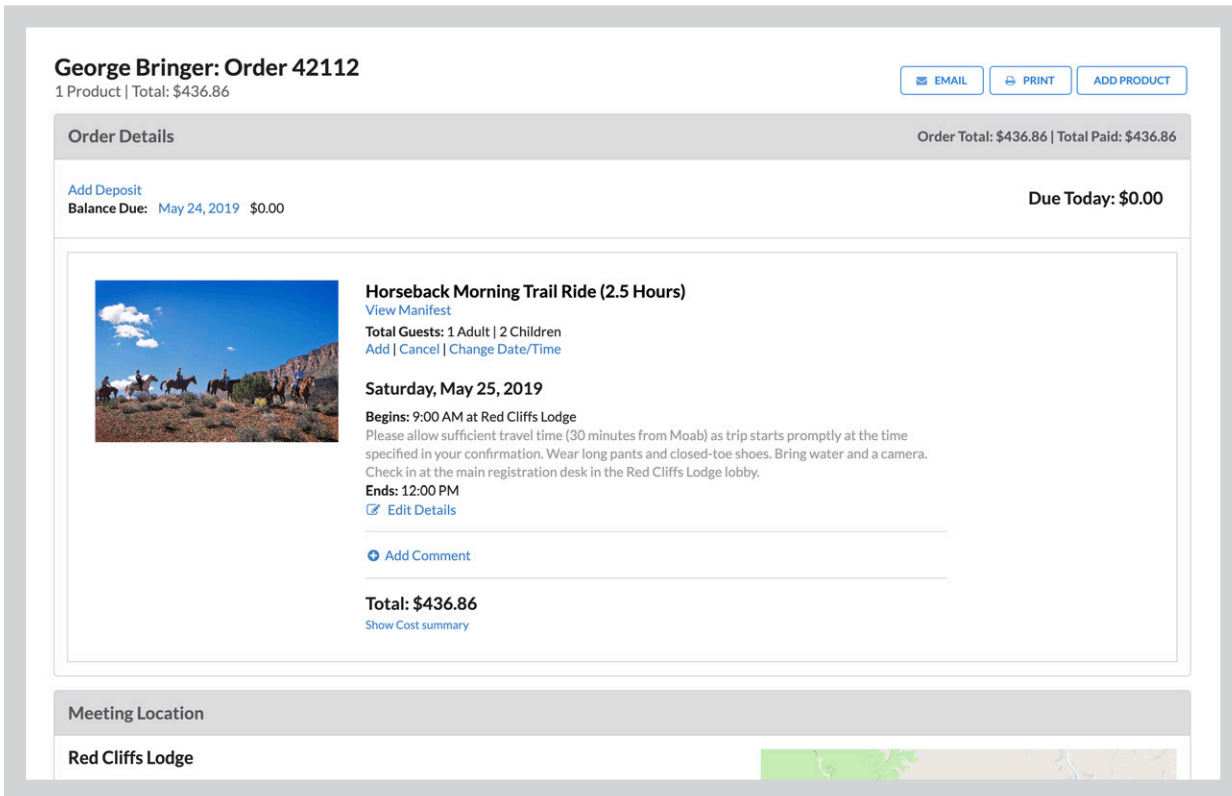
## STEP 4: MANAGE RESERVATIONS

If your account permissions allow, you can search for and manage any existing reservations right from your account.

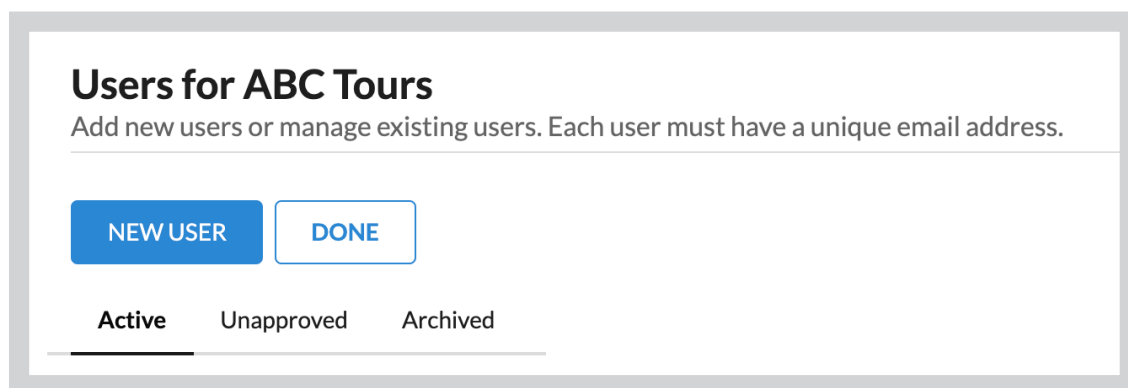
a.) Use the search bar at the top of the application to look up custom names, phone numbers or order numbers.



b.) Once you've found and opened an order, you can add additional products to the order, re-send confirmations (with or without pricing), re-print confirmations, add guests, cancel one or more guests, change a date or time, enter guest information, add comments and more.



Add or remove users in your account from Settings > Users.



**Users for ABC Tours**

Add new users or manage existing users. Each user must have a unique email address.

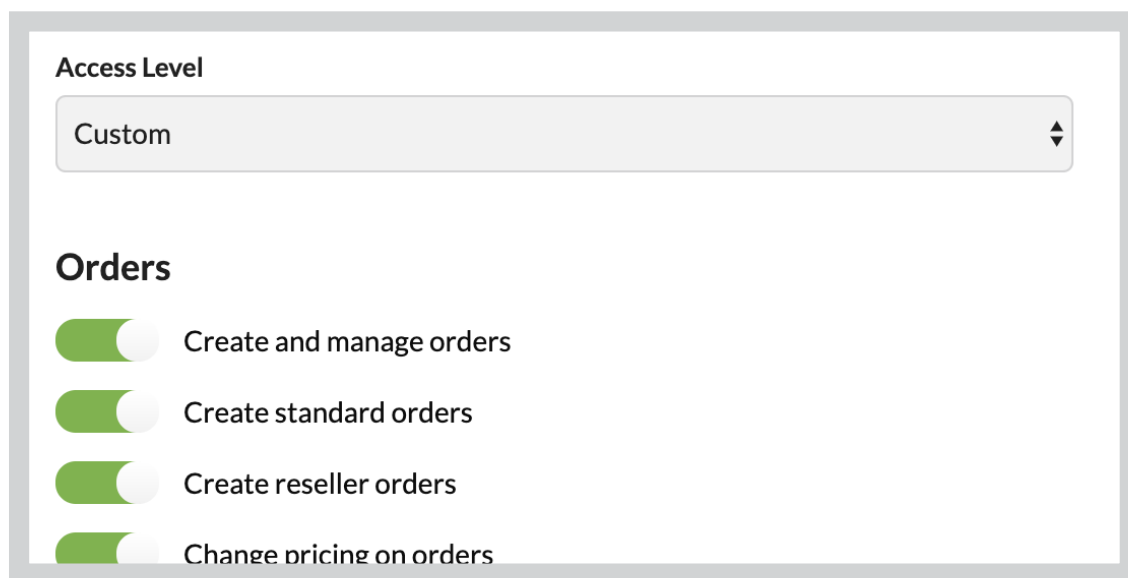
**NEW USER** **DONE**

**Active** Unapproved Archived

**Each user needs to have a unique email address used for login.** This is the username for that user. If the user does not have a business email address, it can be a personal email address.

If you have used a personal email address for the log in email, you will likely want to specify a different “Primary Communications Email Address.” This will be used for sending confirmations or receiving commission summaries or other notifications related to a booking. This field is also useful if all employees want to share a general account for sending confirmations such as “reservations@companyname.com.”

Each user may have custom permissions for accessing reports and other functions throughout the system.



**Access Level**

Custom

**Orders**

- ☒ Create and manage orders
- ☒ Create standard orders
- ☒ Create reseller orders
- ☒ Change pricing on orders

### Optional: Upgrading to a Paid RESMARK Account

If at any time, you wish to process your own payments through RESMARK or have access to even more functionality than what you have with your free account, you can learn more at [www.resmarksystems.com](http://www.resmarksystems.com). Sign up for a demo and we'll be happy to help you determine if getting a paid account is the right thing for your business.

### Questions and Support

If you do not have a paid account, you may contact any of your suppliers for help with questions regarding RESMARK. Paid users may contact RESMARK support anytime directly from within the application.