**Sell Channel Configuration in moonstride**

*Manage multiple brands or business entities within a single moonstride platform by setting up sell channels. Sell channels allow you to control branding, pricing, emails, document templates, and operational processes for each brand or branch—all from one system.*

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**1. Introduction**

**Sell Channels** represent different brands, branches, or business units through which you can sell products and services. Each sell channel can have its own branding, logo, contact information, and specific configuration for currencies, payment gateways, document templates, booking engines, and more.

Sell channels are especially useful for:

* Agents or brand representatives
* Distinct brand offerings (by product, market, or location)
* Setups requiring differentiated communications and operations

**2. Setting Up a Sell Channel**

Sell channels can only be added or removed by the moonstride support team. Reach out to support with your requirements to create new sell channels for different branches or brands within your moonstride account.

**Navigation:** Go to **B2B > Branch > Sell Channel** to view and edit your sell channels.

**Editing Sell Channel Details**

To update a sell channel:

1. Click the **Edit** button next to the relevant sell channel entry.
2. Update the following fields:
   * **Code:** Unique identifier for internal reference
   * **Name:** The name as you want it displayed (e.g. moonstride [DUBAI])
   * **Website:** Public website link
   * **Description:** Brief overview or business introduction
   * **Upload Logo:** Add or update the sell channel’s logo image
   * **Payment Gateway:** Choose (or connect) the payment processor for this channel
   * **Booking Engine Default Currency:** Set the currency for this channel’s bookings
   * **From Email:** Select the address emails will be sent from
   * **WhatsApp:** Select a suitable means for WhatsApp communication, if required
   * **Status:** Set to Active or Inactive as needed

*Insert screenshot here of the Sell Channel - Edit screen (as shown above).*

**Contact and Address Details**

Update or enter the main contact and address information for this sell channel:

* **Contact Details:** Title, First Name, Last Name, Email, Phone No, Mobile No
* **Address Details:** Address 1, Address 2, City, County/State/Province, Country, Postcode

*Screenshot shows clearly where to enter each contact and address field.*

**Visibility Settings**

Define which users, teams, or default B2C assignments are linked to this sell channel. This controls who can see and manage bookings or quotes under this brand.

*Visibility configuration is found at the bottom of the Edit screen. See screenshot for the ‘Default assign to user for B2C Booking’ option.*

* Click **Save** to store any changes.

**3. Using Sell Channel Branding**

After setup, sell channel branding enables you to:

* Bifurcate (separate) enquiries, quotations, and bookings by brand or branch
* Select applicable sell channels when adding service contracts
* Apply unique logos and branding to email templates and automated communications
* Share payment links tailored for each channel
* Use dedicated templates for itinerary, invoice, and vouchers for each brand
* Assign agents or teams per sell channel for lead or booking ownership
* Configure bespoke tour and front-end booking engines per channel
* Send channel-branded automated notifications
* Restrict user access and roles based on channel assignment
* Manage unique insurance plans or products per sell channel

*Insert screenshot here of an example email, document, or itinerary showing sell channel branding in the header/footer.*

**4. See Also**

* [Document and Template Customisation](https://platform.openai.com/playground/prompts?preset=preset-llp5NhIOF1eArNsL6eNRDo41)
* [Setting Up Agents and Teams](https://platform.openai.com/playground/prompts?preset=preset-llp5NhIOF1eArNsL6eNRDo41)
* [Automated Notifications by Brand](https://platform.openai.com/playground/prompts?preset=preset-llp5NhIOF1eArNsL6eNRDo41)
* [Payment Gateway Integration](https://platform.openai.com/playground/prompts?preset=preset-llp5NhIOF1eArNsL6eNRDo41)
* [Booking Engine and API Setup](https://platform.openai.com/playground/prompts?preset=preset-llp5NhIOF1eArNsL6eNRDo41)

**Summary**

Sell channel management in moonstride makes it easy to run a unified business with multiple brands, locations or branches. Use the Edit screen (with screenshot above for reference) to configure each brand's identity, contact data, default currency, and critical operational settings. If you require new channels or wish to configure advanced options, reach out to the moonstride support team for assistance.