

Hello {!Contact.FirstName},

It was a pleasure speaking with you today! Here's a little bit of info on the WooCommerce Plugin:

- WooCommerce is a Wordpress plugin that hosts an online store through your website.
- With WooCommerce, all updates to your online store (adding/changing items, purchasing) is done in the backend of your website
- Ability to add unique options on shipping, taxes, and more
- Provides easy to use inventory management. Track stock levels, hold stock after an order is cancelled, get notifications for low/out-of-stock items, and more.

What's the process for creating the WooCommerce store?

All you need to do is create a business PayPal account and send us the API Classic Credentials.

You can create your PayPal Business Account here:

<https://www.paypal.com/us/webapps/mpp/referral/paypal-business-account>

You can find that information with the step-by-step process found here:

<https://www.paypal.com/cs/smarthelp/article/how-do-i-request-api-signature-or-certificate-credentials-faq3196>

How does Payment work?

WooCommerce comes with built-in payment processing via PayPal. The WooCommerce platform does not sync with your POS system, as the price of each sales item is placed directly within the bank account linked through your business PayPal account.

Feel free to reach out to us with any additional questions. We recommend also speaking with your sales rep about other online platforms. We've seen courses have great success using the sales platform "ItsOnMe," which falls more under your sales rep's area of expertise. Our team will work with your specific needs to create the best e-commerce system for you and your guests! Thank you for choosing REDACTED.

--REDACTED Web Team