Getting Started With Vendasta
LEARNER GUIDE

VENDASTA & THE CONQUER LOCAL ACADEMY

March 2021

STEP-BY-STEP CHECKLIST

PLATFORM NAVIGATION

EXPLORE THE MARKETPLACE

SET UP YOUR STORE

VENDASTA | Conquer Local

Getting Started
Learner Guide

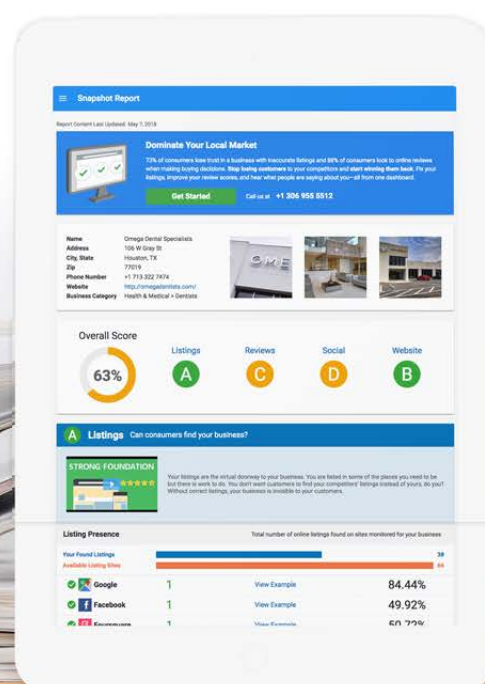## Get Started with Vendasta:

- Download this guide and supplementary resources to your desktop so you can keep track of your progress and reference materials in the future

- Build out your profile in the Conquer Local Academy, connect with like-minded learners in our community, and learn tips from our product experts

- Explore courses and products that align with your product-market fit then jump into the platform to try it yourself!

Set-up: & Explore the Platform:

→ Explore the Vendasta platform, products and build your online Store

→ Add your team, administrators, and customers to the platform

→ Activate white-label products for your customers

→ Set-up billing and payments in the platform

Earn your *Platform Pathfinder badge* in the Conquer Local Academy by completing the courses and activities outlined in this guide!
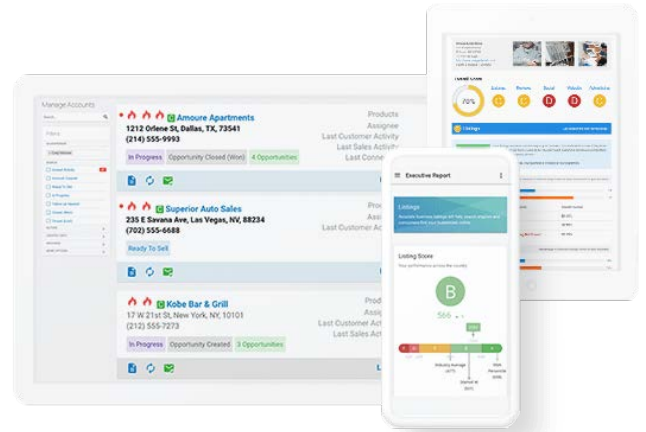
Getting Started
Explore the different environments in the Vendasta Ecosytem

What is the Vendasta Platform?

Vendasta is an end-to-end ecommerce platform for channel partners who sell digital products and services to small and medium businesses.

We offer a marketplace of re-sellable products and services and an automated marketing platform to help you acquire more small and medium business customers, retain them for longer, and grow recurring revenue.

Platform Overview:

The full Vendasta platform has 4 environments: one for you, one for your salespeople, one for your customers, and one for fulfillment.

Partner Center
For you; to customize your branding, manage your customers, set up your products and services, and build your store.

Sales & Success Center
For your salespeople; to identify hot leads, track communication with prospects, and send email marketing campaigns.

Business App
For your customers; to browse your Store, access the products they've purchased, and view proof-of-performance reports.

Task Manager
For fulfillment agents; to update listings, respond to reviews, and create social posts.

*NOTE: On the free subscription tier you have access to both Partner Center and Business App.

Getting Started
Dive into our white-label platform and products

Build Your Brand With White Label:

White-label products and services are re-brandable, re-sellable items that are produced by one company (Vendasta) to be re-branded and re-sold by another company (yours)!

You can completely re-brand your Business App (for your customers) with your logo, name, colors, and domains to showcase it as your own. Build out your product offering by exploring our Marketplace full of re-sellable products and services.

> *With white-labelling, you can be the trusted expert for anything without being the expert in everything.*
>
> — *Todd Roberts, Vendasta Director of Sales*

Get Started With the White-Label Platform Checklist:

Save this guide to your desktop so you can track your progress

Sign-up and set-up your profile in the Conquer Local Academy
- Earn points and badges for completing profile set-up, engaging in the community, and completing courses

Take the Academy course: Get Started With the Vendasta Platform
- Explore each environment in the Vendasta platform in greater detail
- Build your brand with white-label products and services
- Organize your teams and add your accounts and users
- Learn the basics of setting up billing and payments in the platform

Getting Started
Explore the Vendasta Marketplace and build your online Store
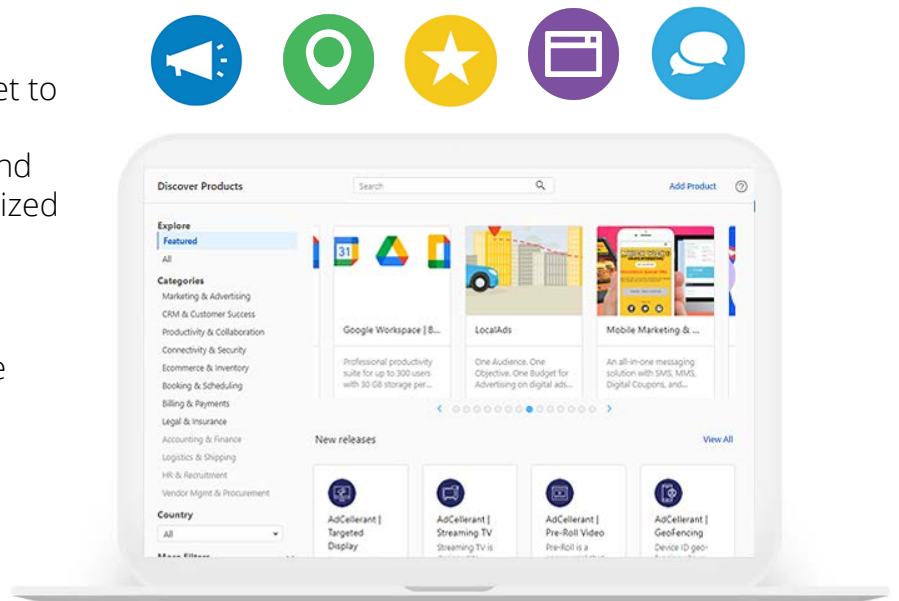
The Vendasta Marketplace

The Vendasta Marketplace is as it sounds; a place to find go-to-market end-to-end solutions offered by Vendasta and our Vendors. The Marketplace hosts 200+ products and services - and is growing everyday to make sure you have the solutions to all your client's problems. These products range from our owned and operated freemium products to global brands such as Google Workspace.

What is a Store?

The way you showcase your solution set to clients is through a client-facing Store. Your all-access, always open, on-demand digital Store can be completely customized to showcase your offerings.

You can start building out your Store one of two ways. Take the course below to dive into both!

1. Explore Vendasta Marketplace products and services and add them to your Store

2. Add your existing products and services to your Store

Set Up Your Store Checklist:

Take the Academy course Set Up Your Store for Success

- Navigate the Marketplace and discover new products
- Enable marketplace products and add your own products to your Store
- Explore the value of creating and adding recommended packages to your Store
- Brand and customize your storefront

Earn your *Platform Pathfinder* badge!