

Instructions for Dealers using SchrothRacing.com

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1. What's on the site?

We've been trying to release a new website for quite some time now, mainly because we want to get you, our dealers, setup so that you can order off our website. Finally, that day is upon us. We are ready for problems, but hopefully the transition will go smoothly.

This document is designed to give you a reference on using the site. We feel that it's pretty straightforward, but want to be as clear as possible.

1.1 Products

We've got listings for all of the harnesses offered. Each description is as up-to-date as we can manage, and has pictures to match. The pictures and descriptions can be used for your website as well as long as you have signed the Minimum Advertised Price agreement (MAP).

The products are broken into two main product groups, Competition and Tuning (Street Legal). These two areas have subcategories as well. You can get to these product groups from the navigation bar, or from the links on the front page under the heading "Product Categories".

1.2 Auctions

We are starting to auction off signed versions of our harnesses used by Nextel Cup drivers. These belts will be signed and snipped so that they cannot be used in a vehicle but can be mounted in a display case or "framed" for display in your shop. The auction system is very basic, with no fancy eBay stuff. Highest bidder wins at the time the auction closes. No reserves or proxy bidding.

Virtually all the proceeds from these belt sales will go to charity. We only take 5% to cover credit card processing fees and the time it takes our shipping guy to box it up and ship it.

1.3 Engineering Information

One of the most important reasons for your customers to buy a Schroth harness is the level of engineering that has gone into the belts sets it apart from the competition. The Engineering section highlights these points succinctly and can be very helpful for you when trying to sell a harness.

1.4 Documents and Instructions

We are trying to make it easy for you and your customers to access the information they need about the harnesses. This section of the site will contain all the installation instructions we have available as well as some other documents such as sled test videos and powerpoint presentations that Joe Marko has given across the country while educating grassroots and professional racers across the country.

We also have posted illustrated guides on how to perform the various wraps needed to wrap in all the Schroth End Fittings. If you do any installation work of the belts in your shop, you should know this section quite well.

1.5 Dealer Locator

We've incorporated a dealer locator on this new website that interfaces with Google's Mapping API. This provides your customers with an easy and familiar way to choose a dealer. In order to list yourself on this dealer locator, you need to sign up for an account and alert us that you have signed up so we can authorize your account and assign the correct pricing levels and payment terms. See section 2.1 for detailed instructions on how to create an account.

2. Your Account

In order to place an order via our website, you will need to log in and tell our site who you are so that we can ship the right stuff to the right person. These accounts will store your address, payment terms and provide a way for us to link the online orders to our accounting system so that when you call in to ask questions it all correlates (hopefully!).

2.1 Creating an account

We are assuming most of you have placed orders over the web with various companies in the past. Our website shouldn't be very foreign to those of you that have – we have attempted to match largely the "accepted norms" of doing business online.

Those of you that have not placed an order online are welcome to start trying with us. If you have questions, don't hesitate to call us.

You will need to create an account so we can know that you want to start ordering with us. This can be done by visiting the "account" section of our site and clicking "create a new account". You'll need to enter all the address information for your business, being sure to specify a separate address for shipping if you have a different billing and shipping address.

Please keep your username and password secret. Our security is essentially your security.

2.2 Account activation

Once you have created your account, we need to activate it and make sure that you are set up at the correct price level corresponding to the buy-in arrangements you have made. In order to activate your account, please send an email to accounts@schrothracing.com with the words "Account Activation Request" in the subject line.

We then have to do the account activation by hand to make sure that everything is correct.

If you are in a serious hurry to start ordering, just place the orders as you have up to this point, via phone or fax.

2.3 Logging in

Once your account has been activated, you can log in using the username and password you specified when you signed up. Logging in is done at the same "account" page on the website.

3. Ordering

Placing orders on our site should be very straightforward. There are three different ways to place orders.

3.1 Browsing

The simplest way to order product is to browse through the site and click "add to cart" as you find the products you want to order. The items in your shopping cart will remain until you close your browser window. After adding an item to your cart, you will be returned to the same page you were looking at. To return to the listing of categories, you can either use the "Breadcrumbs" (the links at the top of the page) or the Navigation bar.

3.2 Searching

If you have an idea of the part number you need to order, you can use the search field shown on the home page to search for the item. On the search results page, you can add the items to your cart. The name of the item you searched for is a link that will take you to the description of that item.

3.3 PO Entry method

This is perhaps the easiest way for our larger dealers to order. If you know the exact quantities and part numbers of what you want, this is for you. It is also helpful if you want your order to match a PO that you have created in your system.

There are two ways to get to this method. For both you must be logged in, as only dealer accounts have access to this method. When you do log in, you will see a "Helpful Dealer Links" section. "Use PO Entry Method" is the first link and the one you want.

Also, once you log in, an extra link on the navigation bar appears, all the way to the right. This will take you to the PO Entry screen.

The PO Entry method also contains two shortcuts in the form of buttons at the bottom of the screen. The first one takes you directly to shipping options, while the second one takes you to the screen where you can enter a different shipping address for drop ship orders.

3.4 Checking out

Once you have added all the items you are looking to purchase to your shopping cart, you must find your way to the shopping cart viewing page. This can be done by clicking the "Shopping Cart" link on the navigation bar or by using the link that tells you how many items you have in your shopping cart. Also, when you add an item to your shopping cart, there is a link to "View the Cart" below the message telling you that the item has been added to your cart.

Once you have found your way to the shopping cart page, you can adjust any of the quantities as needed. If you do not want to order a specific item, change the quantity to Zero and click "Update Quantity". This will clear that line from your cart.

3.5 Finalizing an order

Once your shopping cart contains all the items you want to buy, you must finish the order in order for us to get it. Click the button on the shopping cart page that says "Continue to Checkout", which will take you to a screen showing all the address information for your company.

If you are coming from the PO Entry Method screen, you will have gotten here from clicking "Drop Ship Order".

On this screen you'll want to double check all the address information to make sure it is correct for the order. Then at the bottom, click the "Continue" button. This will take you to a screen where you can select whatever shipping method you want for the order.

3.6 Shipping Options.

Our website estimates shipping cost for each order based on weight. Generally this is very accurate, however in cases where there are large orders, we may need to adjust shipping slightly, or if you have ordered very light products that are very large.

The different shipping options are shown here, and you can choose between all of them.

Make sure you are aware of the "Partial Ship" option. This is pretty self explanatory, but will determine how we handle your order if there is a backorder situation on any of the items on the order. Leave the box checked if you want us to ship what we have in stock and backorder the pieces not in stock. Uncheck the box if you are certain that you want us to wait until everything is in stock.

Once you have selected a shipping method, click "Proceed".

3.7 Payment & PO Number

The very last step of the ordering process is paying. If you are on an open account with us in good standing, you will not need to provide payment at the time of ordering through our website. If you generally pay by credit card, you will be prompted to enter that information here.

You can add a Purchase Order number here. We highly recommend it.

3.8 What to do when you're done ordering

Once you click "Submit Order", your order goes in the queue to be processed. We generally process our web orders once a day, just after lunchtime (We're on the east coast, remember).

Our site gives you a receipt to print out if you'd like. It will also send a confirmation email to whatever email address you have given us. This is the same email address that will receive a tracking number when the package leaves our location.

Once all this has happened, you can pretty much lay back and let us build your harness order and ship it to you or your customer. When the order ships, the tracking number will be emailed to the address you added when you created your account.

Remember, we aren't a huge company, so if you have a question, call us.