

# Simplified Technology Framework for Selling and Delivering Products or Services Online

There are 3 frameworks that you'll need to be able to create, market, and sell your products online:

**Product Creation Framework** (develop your product)

**Marketing Framework** (communicating your product to your market)

**Technology Framework** (to supports online sales & fulfillment)

In this session we'll focus on the **Technology Framework**

## The Sales Process

**Seller perspective** (you)

Product > **Sell it** to buyer (get money) > **Fulfill order** (give access or deliver product to buyer)

**Customer perspective (buyer)**

Product > Buy it (give money) > get access to purchase

## Selling the Product

**(Marketing Framework)**

Contact potential buyer about your product (communication)

**Tools you need:** email, social media accounts

**(Technology Framework)**

Share link to product and payment collection page a shopping cart to sell and get the money for product

**Tools you need:** Shopping cart (**Samcart**)

To create a Samcart account you need:

### **Payment processor**

Stripe account &

PayPal account

(you'll have an opportunity to set these up while you are setting up Samcart)

(you don't need a website or domain url to do this, use your samcart url that you create when you create your store.)

### **To open Stripe & PayPal accounts you'll need:**

A bank account

Email account

**Then:**

Set up Samcart account

Set up your product

## **Delivering Access to the Product**

### **Live Event Product**

Provide registration link to participants to register and join live Zoom event

**Tools you need:**

Create Zoom Pro account

**Then:**

Zoom account setup

Zoom Live Event setup

Deliver the Zoom registration link to customers

This is done automatically for you via your Samcart product

### **Recorded Product**

Provide access link to buyer of the recorded training or recording of replay of live event

Tools you need:

Cloud repository for your recordings so you can link to access

Vimeo, YouTube, etc.