

Steps to Selling your Products on the eLearning Marketplace

Once you have registered as a seller on the site and received your account details you can submit your products using the online form on the website. If you are submitting multiple products and feel this might be too time consuming you may find it easier to use our product submission spreadsheet; email enquiries@elearningmarketplace.co.uk for a copy.

Once you have submitted one or more products we will prepare the first product page and then ask you to review the format and content. Once this first product has been approved we will continue to publish any further products you have submitted.

Please note that we do not operate an automated publishing process, each product is entered with care on the website by a member of staff. This enables us to ensure that your product page provides our customers with the best opportunity to make an informed decision about their purchase. If we feel that important information is missing from your submission we will contact you.

The product form on the website will ask you for the following:

Title

Here you enter the product title as you would like to see it on the product page

Category

We have a range of categories that you can select from. You can choose one category and we will add further categories if applicable.

Product Description

The short description of your product; this is the one that appears at the top of the project page. Ideally this should be less than 100 words and grab the attention of the reader to encourage them to read further.

The full description; this enables the visitor to make an informed decision about your product. If you are submitting a course, it should provide information on the **aims** and **objectives**, and the **topics covered**.

If applicable, provide details of any entry requirements, the awarding organisation if it leads to a qualification and any assessment requirements. If there are additional costs that are not covered by the course costs please add details of the additional charges.

If you have testimonials from users of the course please provide these.

Discounts

If you offer any discounts for bulk buys of your products please provide your details as a % e.g. purchase of 10 users for an online course 10% discount. We can publish a range of discounts on your product page. We always advise browsers to contact one of our customer advisors for discounts on larger purchases. If we get this enquiry we will contact you to find out what discount you would like to offer the potential customer.

Subject

Products are categorised by subject on our website. Tell us what the subject of your product is and we will then either add your product to an existing subject field, or if appropriate we will add an additional subject field.

Mobile Responsive

Your product is mobile responsive if it reformats itself and displays correctly on a mobile device without having to scroll across the screen, that buttons and navigation work and are easy to access and that fonts can be read without zooming in on the screen. It may well be that your product is mobile responsive on certain devices e.g. Android or iPad, in which case answer 'yes'. If you are aware that is not mobile responsive on some devices please put this in the product description.

Level

The levels listed in this field are UK levels of qualifications. If your product is aimed at a particular level and it is not a UK level then tell us in the product description and we will research its equivalent UK level. Some sellers allocate a level even if the product is not aimed at a qualification, but to indicate to buyers the appropriate language level, e.g. low level learners will not want to purchase a high level, perhaps degree level, product as they will find the language and concepts too complex.

If a course does not have a level then you can either choose professional development or other.

Resource Type

You will have several options for the type of product you are submitting, e.g. online course, video.

Qualification

If your product prepares a user for a qualification or on successful completion provides the user with a qualification please enter the title of the qualification, otherwise leave blank.

Guided Learning Hours

This is the approximate, average amount of time it takes to complete the course.

Price Excluding VAT and whether the product is liable to VAT

If you are a UK seller and you are registered for VAT you need to tell us the price of the product excluding VAT and answer 'Yes' to the product being subject to VAT. If you are UK seller and not registered for VAT then put the price of the product in the price field and answer 'no' to the product being subject to VAT.

If you are a non-UK seller then your product is not liable to VAT and therefore the price is the full price you ask for the product and you answer 'no' to the product being liable to VAT.

Online Course Access

This tells the buyer how long they will be able to access an online course once purchased.

Product Image

We require you to upload a product image that will represent the product, but in addition you can upload 3 further images that will go on the product page in a revolving carousel. It is preferable if the product image represents the product rather than a company logo, as logos tend not to draw the visitors attention.

Demo

It makes a big difference to the sales of your product if you can supply a video demo of the look and feel of your product, and one that gives the browser an idea of the type of content. If you already have a demo on a YouTube channel you can send us a link to the video or we can provide you with details of how to send it to us securely. When we have received or downloaded your video demo we add a closing screen telling the user where to find your product and we upload it to our YouTube channel. This gives additional online presence to the products, and we then also embed the video into the product page. It is not essential to supply a video demo, however we find that more products are sold with a video demo as it helps the buyer make an informed decision about whether the course will meet their needs. We can help out with this if required by creating your video demo for £25+ VAT.

If you are using your own LMS, there are a couple of options:

You can enrol the buyer, details taken from the sale notification email you receive, on the course and then send them their access details. We require that you do this within one working day

1. You provide us with some text that tells the buyer how they can self-enrol on the course. This information will be sent to the buyer in their purchase confirmation email. This is the preferable way of working as the buyer can have immediate access to their purchase.

Once we receive the details of your product we will publish it, and then ask you to review it and feedback. Once we have your first product as you would like it we then precede with any others you send.

If having read this document you have any questions about submitting your products please email enquiries@elearningmarketplace.co.uk

Sales/Payment Process

Once a sale is made of one of your products the process works as follows:

1. You receive notification of the sale following successful completion of the transaction, i.e. we have received the money
2. You set the buyer up on your LMS as per their details in the email notification that you receive
3. You email the buyer with details of how they access their purchase (the buyer is notified that you will do this within one working day of the purchase being made).
4. In the last week of the month we make a payment to you of all your sales, less our commission. All your sales will be listed in your seller's account on the eLearning Marketplace website. Just login with your username and password and you should see all your products and the sales you have made. You will be able to check this against the documentation we send you when we make payment.
5. On payment from us you will receive a purchase order covering details of the items sold and we require that you raise an invoice to us exactly as described in the purchase order. We invoice you for our commission charges. We send you a BACS payment of the difference between the purchase order and invoice in pounds sterling.

Note

Sellers with a non-UK bank account will be charged for transfer in line with our bank's current bank charges, currently £19. To avoid this charge we can make payments to a PayPal account, which incurs a 1% charge.