

Aid and Trade

Dropshippers and Suppliers User Guide

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www.aidandtrade.com

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About this document

This user guide is designed to familiarize suppliers and dropshippers with <http://www.Aidandtrade.com> interface and to provide extra knowledge to current users so that they can utilize the true potential of their account. This primary purpose of this document is to assist the user on how to use www.aidandtrade.com in order to facilitate and promote their business.

About Aid and Trade

Aid & Trade is a single resource for all your dropshipping needs. If you are looking for legitimate, authentic and genuine dropshippers in UK, USA, Canada or any other region of the world, then our directories are the answer to your needs.

Our dedicated research team has spent numerous hours online, offline, visiting trade exhibitions, dropshippers premises and surfing through hundreds of trade journals and articles to locate the dropshippers and suppliers you have not been able to find elsewhere. Through these dropshipping companies you can source products at genuine wholesale prices saving anything up to 90% on retail price thus generating huge profits for your business.

Benefits of signing up with Aid and Trade

Both suppliers and buyers get numerous benefits by signing up with Aid and Trade.

Suppliers get the following benefits

- Worldwide Dropshipping Directory
- Expose your business to thousands of members
- Complete company profile listing
- List your entire product inventories
- Fulfill orders left by our members
- Receive feedback directly from our members

Buyers get the following benefits

- Genuine and Authentic Dropshippers
- Directly contact dropshippers all over the world
- Post your requirements and orders to dropshippers
- Millions of products to chose and sell from
- Instant access and 24x7 support
- Regular updates by our dedicated research staff

At Aidandtrade we strongly believe in advertising our site and currently enjoy top search engine rankings on all the major search engines like Google and Yahoo. A significant amount of our revenue is invested in advertising on online paid per click campaigns with Google Adwords, Overture and Miva.

This results in targeted traffic visiting our portal and helps us in filtering the genuine buyers from mere surfers. Thus by opening a trading account with us you can directly benefit from our efforts and hard work. We have continued to promote our portal and generate interested buyers for our trade members. We believe opening an account with us will not only increase your sales and revenue but will also improve your awareness in the online world.



Submitting your company listing

In order to submit a listing in our directory, every supplier or dropshipper needs to open an account with us. You can sign up in any of these three countries America, Canada or UK (more countries will be added to the list as the scope of our directory expands). After submitting the form, your account will be instantly activated however your listing will be reviewed by our staff before it is approved.

You can sign up with us by clicking get listed button on main page.

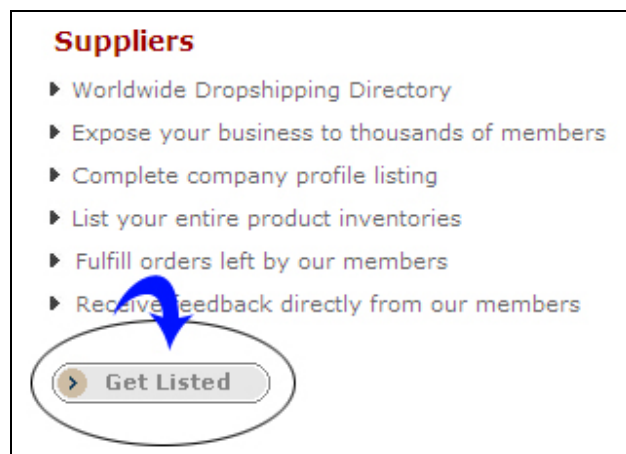


Fig 1. Use the get listed button to submit your listing

We offer the following two types of memberships to suppliers.

- Standard Trade Membership
- Premium Trade Membership

These two types of membership comprises of different features which are shown in the table on the next page.



Membership Details		
Membership Type	Standard	Premium
		
Membership Duration	1 year	1 year
Joining Fee	Free	\$100
Listing Features		
Company Profile	✓	✓
Products	10	Unlimited
Post Pricelists and Brochures	✓	✓
Image Gallery	✓	✓
Listing Statistics	✓	✓
Access to Trade Leads and Quotes Section		✓
Top Ranks in Categories and Searches		✓
Other		
Access to All Dropshippers Directories		✓
Access to All Products Directories		✓
Access to Discounts Section		✓
Access to eBooks and Marketing Guides		✓
Support		
100% uptime guarantee	✓	✓
Newsletter with trade news, tips and more	✓	✓
Daily updates by dedicated research team	✓	✓
Aid and Trade support	✓	✓
Aid and Trade Dedicated 24x7 support		✓

Fig 2. Comparison of the two trade memberships available to dropshippers and suppliers.

Listing Approval

The staff at Aid and Trade will thoroughly check any listing that has been submitted and if the listing fits the approval criteria then it will be approved before it appears in the directory. However before the approval, the submitter has an option of editing their listing.

All listings are generally reviewed within 24 hours after submission. After your submission has been approved, you can login to your account and verify this. Your listing if approved will be added to the directory relevant to the country which you would have selected at the time of submission. After logging in, the flag of that country will be marked with an arrow in the top right hand section of the member's area.

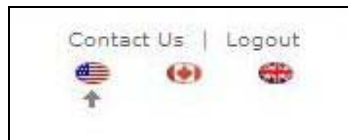


Fig 3. This is how selected Flag will appear

Getting Started

Go to www.aidandtrade.com. This opens up the following page

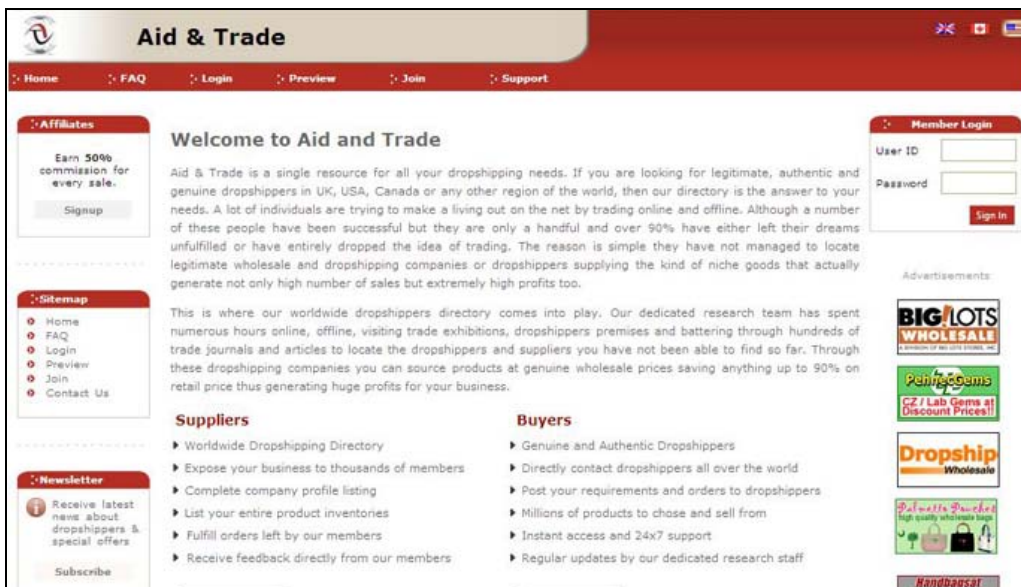


Fig 4. View of www.aidandtrade.com main page

If you have active account, you can sign by any of the following ways. If you do not have an account with us then please apply for one.

Through member login panel on right side



Fig 5. Member login panel

Through Login tab at top



Fig 6. Login tab at top

By clicking Login link in sitemap on left side.



Fig 7. Login link in sitemap

Members

As soon as you login you will be taken to the member's area homepage. This is how the member's area looks like.

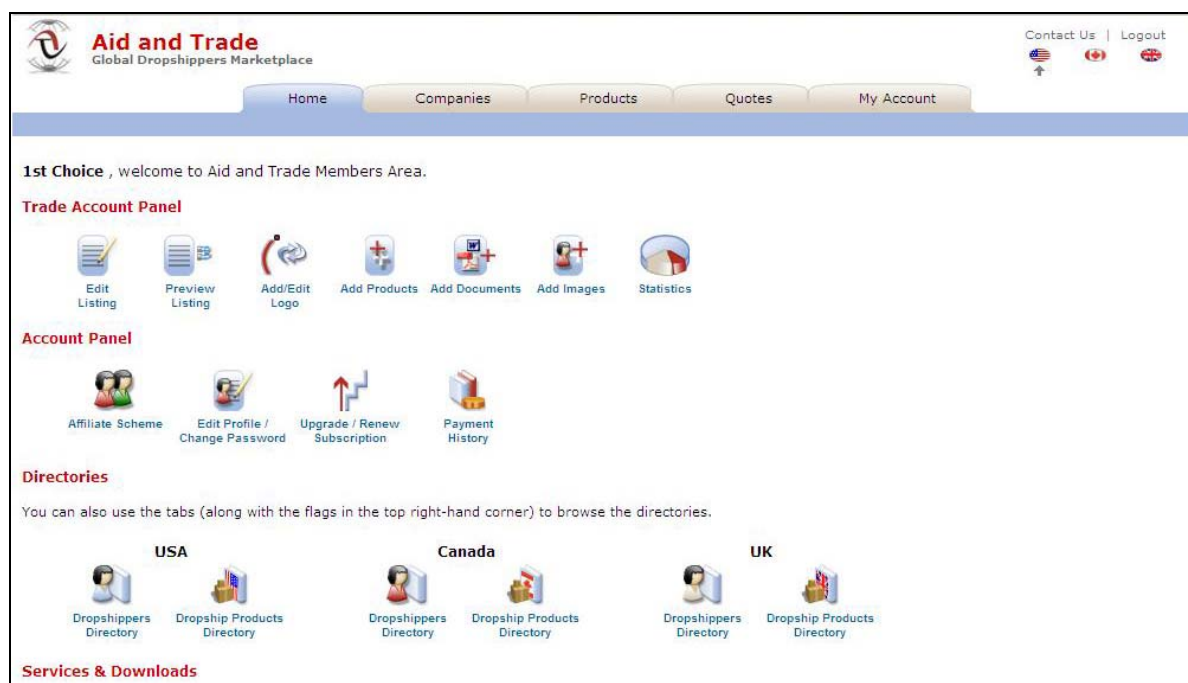


Fig 8. View of Member's main page

Within the members area you can perform the following functions.

i) Edit Listing

Members can edit or update their company details. Even if your listing has not been approved, you can still edit your listing. Please note that the account for standard trade members will only remain active if their listing is approved. Any listings that are rejected will be notified respectively and the reason for rejection will also be provided. All rejected listings and their account details are instantly removed from our database.



Fig 9. Edit listing link

ii) Preview Listing

Through preview listing, Active account users can see how their company details appear within the directory.



Fig 10. Preview listing link

iii) Add/Edit Logo

Active account users can add or edit their company logo.



Fig 11. Add/Edit Logo link

iv) Add Products

Active account users can add or edit the products through add products link. The purpose of this feature is to sell and promote your products to our members. Additionally if you have some special promotions going on, then by adding these promotions to our directories, you can instantly expose them to our members. Any interested buyers will then directly contact you if they are interested in your offers.

Furthermore we also publish a monthly newsletter and we promote special offers and products from different dropshippers within the newsletter. Most promotions are randomly selected from our products directory but dropshippers also have the option of advertising in our newsletter. Therefore by adding products, suppliers can greatly increase their chances of getting additional exposure via our newsletter.



Fig 12. Add Products link

v) Add Documents

Active account user can add documents to their listing, where they can give additional details of their company etc. These documents could include company brochures, pricelists, marketing material or any other relevant documents.

Currently we only allow the following types of documents to be added to your account. Word (doc), Excel (csv) and Adobe (pdf).

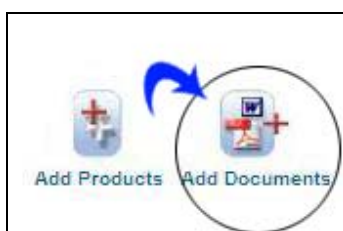


Fig 13. Add Documents link

vi) Add Images

Active account user can add images to their listings. For e.g. you can add the pictures of your staff and office. Other images could include company brand names, route maps to various offices etc.

This feature can help to provide additional details of your company to all the buyers thus adding that extra professional touch to your company profile.

Currently we only allow the following types of images to be added to your listing. Jpeg, jpg and gif.



Fig 14. Add images link

vii) Statistics

Using this feature, suppliers and dropshippers can view the statistics related to their account. This feature is especially useful if you want to determine how your listing with us is benefiting your business.

You can view the following statistics using this feature.

- Number of products submitted
- Number of images submitted and how many more free slots are available
- Number of documents submitted and how many free slots are still available
- How many visitors have viewed your listing
- How many visitors have visited your website
- How many e-mail messages you have received from various buyers
- How many products have been viewed by the buyers
- Any reviews that have been left by the buyers
- Your rating within the directory
- When was the listing submitted and last updated

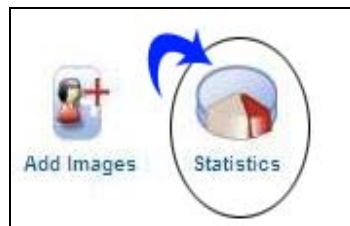


Fig 15. Statistics link

viii) Edit profile/Change password

Active account user can change their personal profile and passwords using this feature.

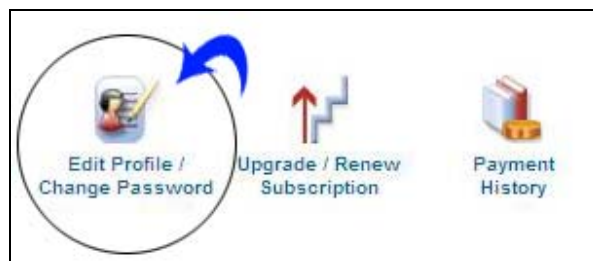


Fig 16. Edit Profile/Change Password link

ix) Upgrade/Renew Subscription

This feature can be used to renew or upgrade your account. All accounts that are expiring are normally sent an e-mail at least a week before their account is due to expire.

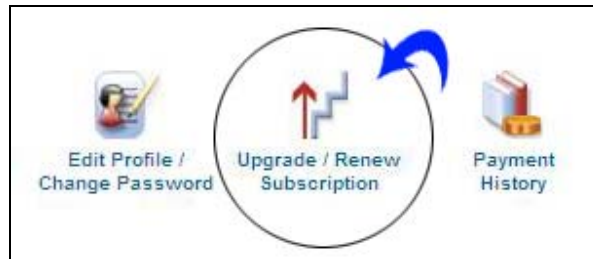


Fig 17. Upgrade/Renew Subscription link

x) Payment History

If a user wants to see the details of his payments made so far, then this link can be used to view the complete payment history.



Fig 18. Payment History link

My Account

In my account, Active account user can see all the details about their current subscription, payment history, payment method etc.

Premium Services

Suppliers and dropshippers that have premium accounts with us have a huge advantage over standard members as they not only get direct access to all the directories and top ranks in these directories but also direct access to our quotes and orders directory.



Fig 18. Premium Services for Trade Members

Our quotes and orders directory is very popular and generates hundreds of orders every month. These orders are left directly by our members therefore they are genuine buying requests and since some of our members are well established companies, hence these orders in some cases have even touched the budget of hundreds of thousands of dollars. Imagine being able to fulfill one such order and your membership fee would have been paid back by thousands of times.