

Becoming a Seller on OFMP

The step-by-step process for joining the first, true eCommerce marketplace in O&G

STEPS & YOU'RE READY TO SELL ONLINE!

Sign-up

Meet and greet Documentation review Contract preparation Contract signing

Onboarding

Onboarding meeting Product(s) prep Marketing prep Product(s) launch

Sales & marketing

Analytics Social media Advertising **Events** Email marketing Future sales First sale

WHAT YOU RECEIVE FROM US

WHAT WE NEED FROM YOU

STEP 1 Sign-up

Meet and greet

Introduce OFMP, what it stands to achieve, and what the workflow looks like for sellers.

Introduce your brand, its plans for the future, and its expectations from OFMP.

Documentation review

A set of documents including an introductory presentation, the onboarding process, sample invoices, and our standard seller contract.

Take some time to review the documentation we provide and see how selling on OFMP can optimize your commercial model.

Contract preparation

Contract

Onboarding

meeting

signing

A contract stating the terms of our agreement, including expectations, costs, and liabilities.

Decide the products and variants (i.e., SKUs) that you'd like to place on OFMP.

A revised and signed

contract.

Let us know what kind of business system you use, so we may tailor our output (e.g., Excel files, invoices, etc.) to your needs.

A countersigned version of our

A review of your decisions re-

along with an understanding of

garding product selection,

tailored contract.

STEP 2 **Onboarding**

WHAT YOU RECEIVE FROM US WHAT WE NEED FROM YOU

A review of the workflow, along with our Brand, Seller, and Product Guidelines to help you prepare your first product set for upload on OFMP.

what kind of additional support your might be looking for when launching your first Here you'll also meet the other products on OFMP. key members of the OFMP team.

prep

Product(s)

Hub, which will be your go-to platform for all things product management (e.g., upload, publishing) and additional resources to help supercharge your digital sales.

Access to our proprietary Seller

supports your selected products. This includes high-resolution imagery, supporting videos, data sheets, and product manuals. You will need these when you prepare your product description pages on our Seller Hub.

An understanding of what kind

Prepare all documentation that

prep

Product(s)

launch

Marketing

ability on OFMP. These are all made available to you 24/7 via the "Resource library" on our Seller Hub.

Prepared promotional materi-

als for you to use when an-

nouncing your product avail-

of marketing channels and tools you have available to you and can be leveraged to promote your products on OFMP. We're always looking for better ways to collaborate on this front and understand that each selling brand will have its own approach.

STEP 3

Sales and

marketing

along with a homepage banner dedicated to your brand joining OFMP.

One (or more) final product

page(s) live on the website,

An ongoing series of

well-designed social media posts

WHAT YOU RECEIVE FROM US

WHAT WE NEED FROM YOU

Social media

across Facebook, Twitter, and LinkedIn promoting your product(s) on OFMP. The content of these will always be built on product details that you've already made public.

ship team speaking to the positive aspects of joining OFMP. Interaction with and sharing of

our social media posts, along

A unique quote from someone

in your organization's leader-

with the implementation and distribution of the social media materials found in the "Promo resources" section of our "Resource library" (always at your fingertips via our Seller Hub).

The completion of our Seller-spe-

cific marketing questionnaire,

Advertising

which ones you'd like to push, who your target audience is, and other questions that ensure any paid advertising we do on behalf of your brand is directed towards the right people.

A Seller-specific marketing

questionnaire meant to better

understand your top product(s),

along with any other information that you feel is important for us to know when allocating a portion of our budget towards promoting your products across search engines, social media, and/or industry media.

marketing

Email

An email template that you can

Promotion of your launch as a

seller via our OFMP newsletter.

use to inform your customers that you've joined OFMP and that they can now purchase your product(s) online.

contacts and peers via company newsletters and personal emails. Implementation of the designated banner for your email signature

found in the "Promo resources"

Communication regarding your

joining OFMP as a seller to your

section of our "Resource library" (always at your fingertips via our Seller Hub).

First sale

sends all of the information regarding the order to your organization's main point of contact. Once product availability and an

Our customer service department

back to us, a confirmation email is sent to the customer. A week prior to shipment, we

begin the payment process with

the customer.

estimated delivery time is relayed

Once you announce us of shipment, we relay the shipping date and tracking number back to the customer.

Upon delivery, we circle back with the customer to ensure that everything ran smoothly and to acquire feedback wherever possible. delivery time. Announce our customer ser-

vice department a week prior

Confirmation that the product

is in stock and an estimate on

to shipment, confirming the estimated delivery time. Announce our customer service team when shipped, in-

and tracking number.

cluding the final shipping date

Analytics

10 key performance metrics and how they compare to your results in the previous month.

A monthly infographic including

Events

Designed and ready-for-print event materials such as a roll-up,

your organization plans on exhibiting at and the opportunity to collaborate on the ground whenever it makes sense.

A calendar of the events that

Future sales

the "Promo resources" section of our "Resource library" (always at your fingertips via our Seller Hub). The same, seamless process

brochure, flyer, and business card in

The same, seamless collaboration detailed in "First sale" is expected.

Oilfield Marketplace

by HEXACOM

detailed in "First sale" is

followed.

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