

## SUMO OFFERINGS CREATION

5 steps to enhance your company profile

# Step 1

If you haven't already created your company profile in SUMO, please go to [www.sumopartner.com/providerregistration](http://www.sumopartner.com/providerregistration) to do so.

Log in and go to « my account » (1) . You will now see different tabs, go for the « my offerings » (2) tab.

The screenshot displays the SUMO website interface. At the top left is the SUMO logo with the tagline 'MASSIVE. POWERFUL. CONNECTIONS.' and 'Powered by ScanSource, Inc.' At the top right, it says 'WELCOME, Nicolas Feyt' and 'Not Nicolas Feyt? | LOG OFF'. Below the logo is a navigation bar with links for HOME, HELP, CONTACT, MY ACCOUNT (highlighted with a box labeled '1'), and SEARCH. A search bar with a 'GO' button and 'ADVANCED SEARCH' link is also present. Below the navigation bar is a breadcrumb trail: Home > My Account > My Offerings. A secondary navigation bar contains tabs for MY ACCOUNT HOME, MY SEARCH TERMS, MY OFFERINGS (highlighted with a box labeled '2'), MY COMPANY INFORMATION, and MY REPORTS. The main content area is titled 'MY OFFERINGS' and contains the text: 'You may publish 7 more offerings. 0 of 7 offerings are published.' Below this text is a blue button labeled 'CREATE NEW OFFER'. At the bottom of the page, there is a disclaimer: 'The SUMO Network is for the exclusive use of our provider community. ScanSource, Inc. is not responsible for its content or message. Providers are responsible for their profiles and any material presented there is the sole responsibility of the provider.' with links for 'Terms & Conditions' and 'SUMO Privacy Policy'.

## Step 2

MY ACCOUNT HOME MY SEARCH TERMS MY OFFERINGS MY COMPANY INFORMATION MY REPORTS

### Offering title and Contact

Enter Offering Title:

  
  
Choose contact for this offering:  
Chantal Dagnall   
**OFFERING SUMMARY**

### PROVIDER INFORMATION

test  
eeeeeeeeeeeeeeeeeeee  
**Location :** Montpellier, France  
**Established :** 2007

### RELATED INFORMATION

Hyperlink #1  
  
Hyperlink #1 Description:  
  
Hyperlink #2  
  
Hyperlink #2 Description:  
  
Hyperlink #3  
  
Hyperlink #3 Description:

### PUBLISHING

Publish this offering:

### FULL OVERVIEW

Length: 0 (maximum 4000 characters)

You will then see the offering page, which you are now free to fill in to create your offering.

Section 1 :the info that will appear in the return list of a search .

Section 2 :content people see when clicking on your offering summary in the search list

Section 3 :link your offering to external URL's and with your company profile.

## Section 1 : summary

**Offering title** : will be displayed when people click on your offering in the search list

**Image** : will be displayed in the search list but also in the extended offering view.

**Choose contact for this offering :** as an admin you can add up to 4 contacts to your company profile. From this list you can choose which contact will get the lead mails coming out of this offering

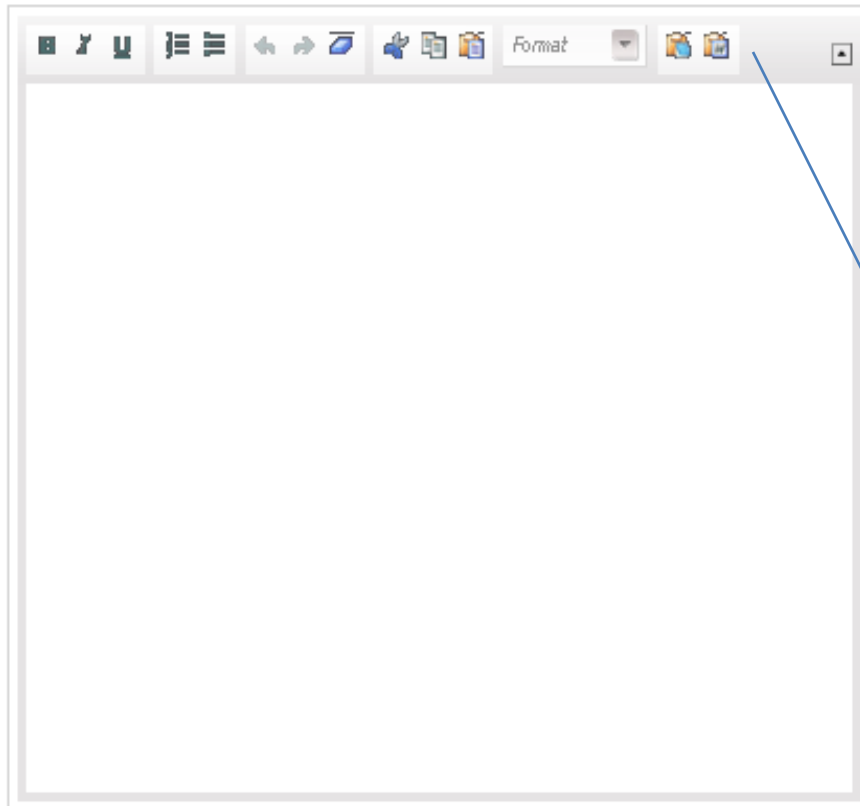
**Offering summary :** this will be the text string that people will see in the search lists

### **HINTS :**

- ***make your offering attractive : always add an image related to the offering***
- ***the summary is key ; it will attract users to your offering so be clear, concise and think about the USP's of your offering.***

## Section2 : Full overview

## FULL OVERVIEW



- This part will be visible when selecting your offering.
- It will be an extension of the summary = no need to put the same text here
- use the bullets and bold, italic, underline to make this look good
- you can import info from word docs or other sources

**PROVIDER INFORMATION**

---

test  
eeeeeeeeeeeeeeeeeeee

**Location :** Montpellier, France  
**Established :** 2007

•This part is copied from your company profile

**RELATED INFORMATION**

---

Hyperlink #1  
[Greyed out field]

Hyperlink #1 Description:  
[Greyed out field]

Hyperlink #2  
[Greyed out field]

Hyperlink #2 Description:  
[Greyed out field]

Hyperlink #3  
[Greyed out field]

Hyperlink #3 Description:  
[Greyed out field]

•Want to redirect users to complimentary content, collaterals, movies, etc ?

•You can add up to 3 hyperlinks + explanations to your offering in this section

•Your profile will be online only after flagging this section, allowing you to work on it before putting it online

**PUBLISHING**

---

Publish this offering:

# Done !

Click on



Congratulations : not only do you have an online profile now in Sumo but also offerings tied to it !

Remember : maximum 7 offerings online at the same moment.

Offerings will be listed under your profile  
but will also return a single hit in a search list in SUMO  
So offerings give you extra visibility in Sumo  
AND make your profile more appealing !