Now You Know's

User's Manual

Please use this manual to learn how to manage the Chiropractic Depot storefront on your NYK Website.

If you have any questions please call our toll free customer service number at 800-695-8937.

NYK CHIROPRACTIC DEPOT SERVICE

Introduction and Overview

Welcome to ***Chiropractic Depot***. Your decision to include this service on your NYK website will provide you with a storefront that can provide viewers to your website a way to purchase products while providing you with a residual income from these sales.

The list of products available for sale in ***Chiropractic Depot*** is extensive, and always growing. We recommend that you regularly check the product lists to see what new products are available that can be added to your storefront.

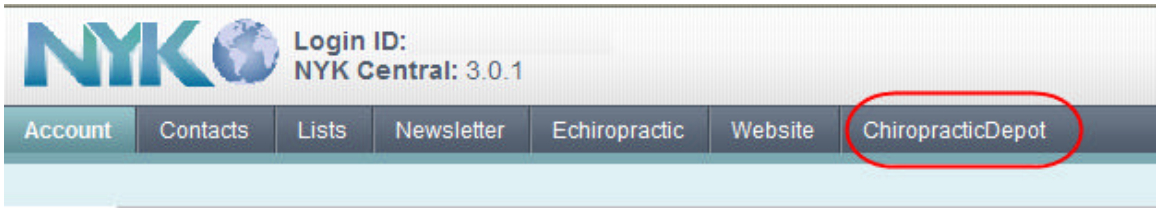
There are two different types of storefronts in ***Chiropractor Depot***. One storefront is a "***Consumer Storefront***" and the other is a "***Professional Storefront***."

Doctors with a NYK website who choose to add the ***Chiropractic Depot*** service will receive a "***Consumer Storefront***". This storefront contains products and items that are targeted for purchase by patients and the general public. These items are offered at a discount over MSRP (manufacturer suggested retail price).

Chiropractic Associations and Organizations with a NYK website with ***Chiropractic Depot*** will receive a "***Professional Storefront***." This storefront contains products that are targeted toward purchase by Doctors of Chiropractic, and contain items for their clinics and offices at a discounted price.

Chiropractic Depot and Now You Know Central

When you subscribed to the NYK "**Premium Plus**" package, the ***Chiropractic Depot*** service was turned "on" in your ***NYK Central*** account. Subsequently, when you log into ***Now You Know Central*** you will see the **ChiropracticDepot** button appearing on the far right hand side of the ***NYK Central*** tool bar.



When you click on the **ChiropracticDepot** link on the toolbar, you will be taken to the main ***Chiropractic Depot*** screen.

On This screen you will find 4 icons:

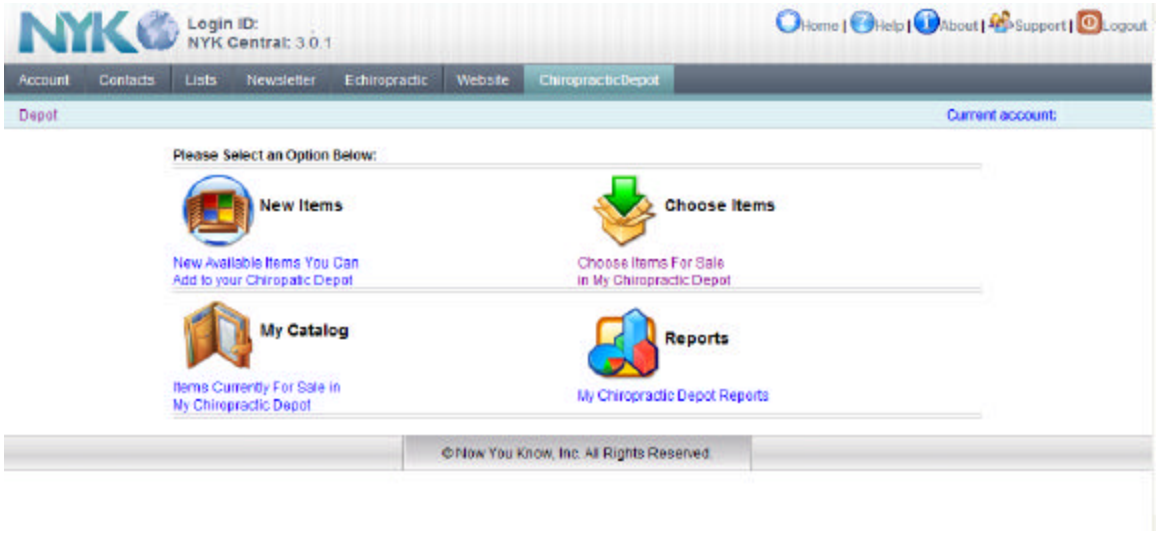
- New Items
- Choose Items
- My Catalog
- Reports

These options will be explained later.

Setting up your storefront

When ***Now You Know*** initially sets up your ***Chiropractic Depot*** store for your website, by default, all current products for your type of storefront are included. This means that all products that are available will appear on your storefront. The default setting also means that any new products added to the Depot will also be included in your storefront.

Using the settings in the ***Chiropractic Depot*** portion of your ***NYK Central*** account, you can personalize your storefront by adding and removing the products that you wish to have available for sale on your ***Chiropractic Depot***.



How to Select Items for Sale on Your Chiropractic Depot

From the Main ***Chiropractic Depot*** Screen in your ***NYK Central*** account, click the "**Choose Items**" icon. You will then see the following "Choose Items" screen.

Depot > Choose Items Current acc

Category	Available Products	My Products	Choose Products		
Chiropractic Office Supplies	21	21	All	None	Some
Delete Later	7	7	All	None	Some
Educational/Books	0	0	All	None	Some
Ergonomic/Postural	508	508	All	None	Some
Exercise/Fitness	30	30	All	None	Some
Equipment	0	0	All	None	Some
Videos	0	0	All	None	Some
Nutritional/Vitamin	4	4	All	None	Some
Symptom/Therapeutic	76	76	All	None	Some
Wellness/Lifestyle	0	0	All	None	Some

At the Choose Items screen, in the **Category** column, you will see a list of all the categories of products available for you to sell in your Depot. Next to each category name, in the **Available Products** column, you will find the current number of items available for sale. Under the heading **My Products** you will also see how many of the available products in that category you have selected to be available in your storefront for sale on your website.

Under the **Choose Products** heading you will find buttons labeled **All,** and **None**, as well as a link labeled **Some**.

If you want all products in a category to be available for sale in your storefront, then simply click on the **All** button next to the category name. If you don't want any of the products in a particular category to show up in your storefront, then click the **None** button next to the category name.

If you would like to make a personalized selection allowing only specified products from a category sold in your ***Chiropractic Depot*** then click on the **Some** link next to the category name.

Selecting Individual Products

When you select the **Some** option, you will open a page where you can make individual selections of products available for sale in a particular category. Below is a description of the headings/search boxes listed at the top of this page:

My Catalog	Category	Product Name	VENDOR	SKU	MSRP	Chirodepot Price	Commission	Search
Yes / No	Ergonomic/Postural	Bed Comfort Pad™ Click to Enlarge	Core Products	5000	298.95	$269.06	$	

My Catalog: This shows if this individual product is currently available for sale in your ***Chiropractic Depot***. If the radio button is set to **yes,** then the item is currently for sale. If the radio button is set to **no,** then the item is not currently for sale in your online store.

***Tip** You can make multiple changes for which items are for sale by switching the status of multiple radio buttons on the left side of a product's name and then pressing the Apply Changes found on the bottom of the screen.

***Tip** You can sort the items in order of greatest to least and vice versa by clicking on the blue column name.

> Example: If you wanted to view all the items with the greatest commission amounts, simply click the "**Commission**" heading and they will then reappear from the highest commission amount to the smallest commission amount.

Category: This lists the category which the item is in as well as the category which it will appear under in your ***Chiropractic Depot*** Storefront.

Vendor: This is the manufacturer of the product. You can search by all or part of a vendor's name by typing it in the text box above the word **Vendor** and then pressing "Enter" on your keyboard.

SKU: This lists the item's sku number. If you know a particular items sku number, then you can search by all or part of the sku by using the box above the heading name.

MSRP: This is the Manufacturer's Suggested Retail Price.

Chirodepot Price: This is the actual price the item is being sold for in your Chiropractic Depot online storefront.

Commission: This is the dollar amount of the commission you will earn from a product when it is sold. You can search the dollar amounts using the greater then (>) or less then (<) symbols to view items within a certain commission payout range.

> Example: If you wanted to find items with a commission greater than ten dollars you would type >10 in the text box above the Commission heading and press "Enter".

***TIP** You can combine search criteria to allow for a more specified search. Example: In the **Product Name** box type "wrist", then in the **Commission** box type in ">5" then press enter. This will give you the items for a person's wrist that have a commission greater then $5.

Item Image: If you would like to get additional details and see a larger picture of the item, you can click of the thumbnail image.

NEW ITEMS

Clicking this icon will display the latest items added to ***Chiropractic Depot*** in the past 60 days.

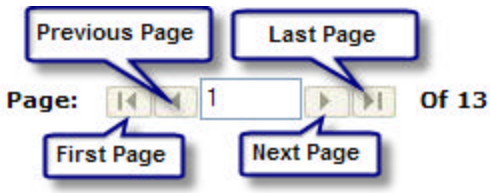
Once you enter this section, you will see a list very similar to the Choose Items screen. The same headings and search options are available on the New Items page as on the Choose Items page. (For an explanation of the Column Headers see Choose Items)

Next to each of the items listed on the New Items page, you will see a **Yes** or **No** with a radio button beside it. The green button will appear next to the **Yes** value if you already have one of the New Items listed available in your Catalog. If the item has not yet been added to your catalog, the green button will appear to the left of the word **No**.

Multiple Pages of Items

Only 50 items will appear on the screen at one time. If there are more items available to look, at you will see a bar with the current page number in the top left hand corner. Clicking on this will take you to the next page of items.

Below is a graphic showing how to navigate through multiple pages:



My Catalog

The My Catalog screen shows you all of the items which are currently for sale in your ***Chiropractic Depot*** Online Storefront.

Printable Catalog

Clicking on the printable catalog button on the top of your “My catalog” page, a new window will open up that will allow you to print off all the items that you currently have for sale. The items will be sorted according to category.

Note for Doctors: This catalog can be placed in your waiting area and given to patients. Your staff should also be familiar with this catalog in order to know what products are available for sale.

Caution: With most printers, the catalog only prints on one side of the page and catalogs can be more then 100 pages long.

Reports

The reports page will allow you too see all orders which have been placed from your ***Chiropractic Depot*** storefront. The report is able to be sorted by the date the order was placed or by the commission earned.

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