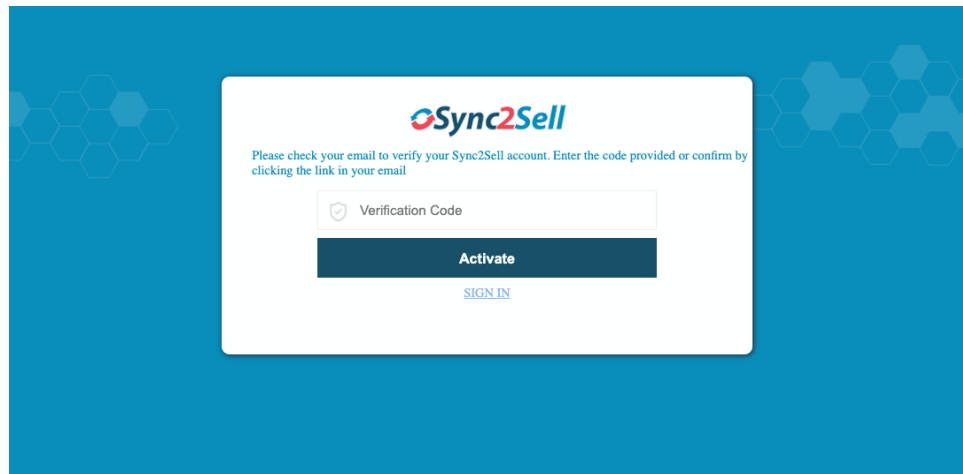**Welcome to Sync2Sell! At Sync2Sell, we connect your Lightspeed Retail point of sale to online marketplaces so you can focus on your business, while growing your online sales, with minimal effort. Please follow the steps below to get your account setup properly. Please feel free to contact our support team with any questions.**

Setting Up Your Account

After initially signing up for Sync2Sell, you will be prompted to verify your account. You can verify by entering the activation code that has been sent to your email or by clicking the link in the email.
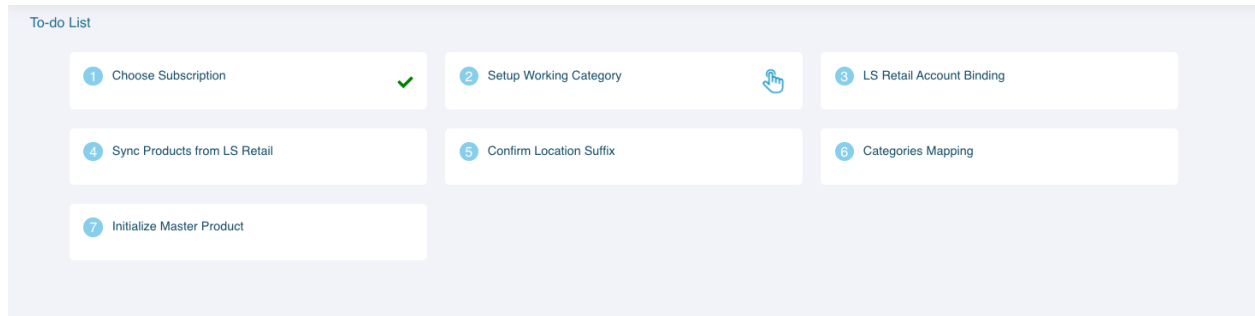

Once verified, you will be taken to your account where you will have a selection of steps to take to get your account setup properly.
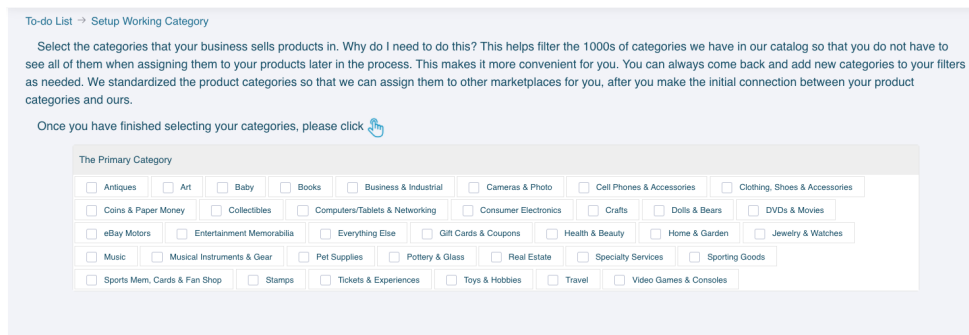
Step 1) **Choose your subscription plan.**
Here you have the option to sync to one marketplace or multiple marketplaces at once. If you choose to start with one, you can always update your account to sync to others.

Once your subscription is chosen, you can proceed to setting up your Working Category.
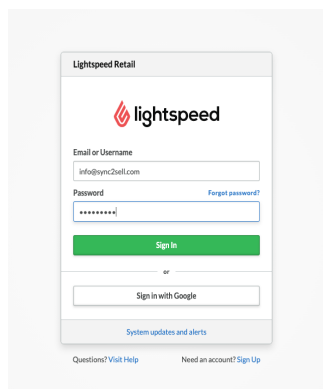
Step 2) **Setup Working Category**
In this step, you will select the category or categories of which your products belong. This will allow Sync2Sell to help map your products to the proper categories on your chosen marketplaces.
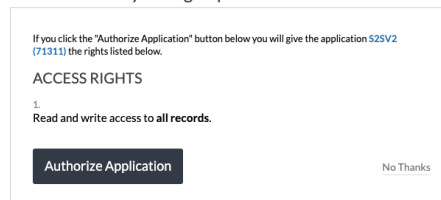

Once you have chosen your working category, select the Pointer to move on to the next step, where you will connect your Lightspeed Retail account.

Step 3) **LS Retail Account Binding**
In this step, you will bind your Lightspeed Retail account to your Sync2Sell account by logging into your Lightspeed account.
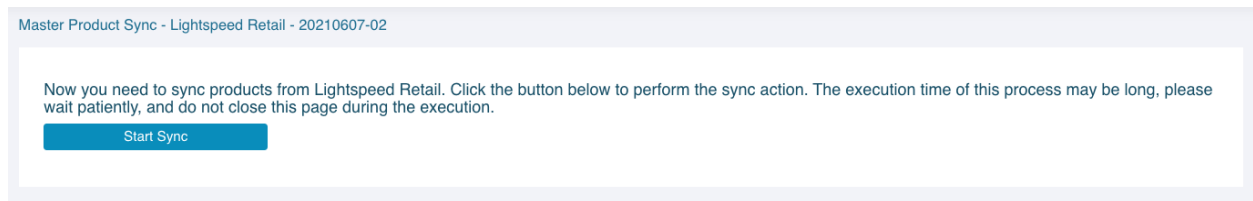
After authorizing the Sync2Sell application to access your Lightspeed Account, you can then move on to the next step where you will sync your products from Retail.
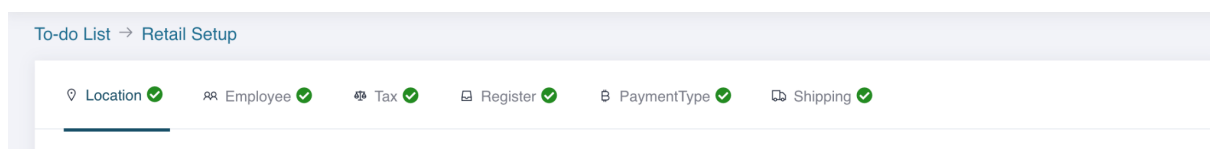
Step 4): **Sync Products from LS Retail**
In this step, Sync2Sell will sync to your Lightspeed account and connect your products and categories. Depending on how many products you have, this may take a while, so be sure to not close this window while the products are downloading.

Master Product Sync - Lightspeed Retail - 20210607-02

Now you need to sync products from Lightspeed Retail. Click the button below to perform the sync action. The execution time of this process may be long, please wait patiently, and do not close this page during the execution.

Start Sync

Once the sync for your products and categories is complete, you will be able to move on to the next steps where you will confirm your location information and map your categories.

Step 5): **Retail Setup**

To-do List → Retail Setup

Location ✓   Employee ✓   Tax ✓   Register ✓   PaymentType ✓   Shipping ✓

-Location: If you have multiple locations in your Lightspeed Retail account, you will need to set up multiple locations in your Sync2Sell account so that items from both can post to marketplaces. Items in different shops will be posted to market with a suffix appended to the SKU of this item. You need to confirm a suffix value for each shop, and once confirmed this suffix can not be changed. You must select one location as the master shop. Items posted to the master shop will not have the suffix appended to the SKU. If you have only one location in Retail this location will be set as the master shop automatically.

-Employee: An employee ID is required to create a sale in Retail. Here you will select the employee that you would like attached to all sales from marketplaces.

-Tax: In order to sync your orders, three types of tax, eCom (0%), eCom (6%) and [State] Marketplace Facilitator, and they will be used in different conditions of sales. If they are existent in Retail, S2S will find and bind them automatically, otherwise S2S will create them.

-Register: A register ID is required to create sales. You must select a register here and connect it to S2S.

-Payment Type: Payment type is used to create sales in Retail. Here you must either select an existent payment type from your Retail account to connect to S2S, or create a new one to connect it.

-Shipping: In order to sync orders from marketplaces, any shipping charges from the sale must be accounted for in your Retail account. These shipping charges will be rung up as a line item (when applicable) under the SKU: 'S2S-Shipping". S2S tries to find a SKU value of
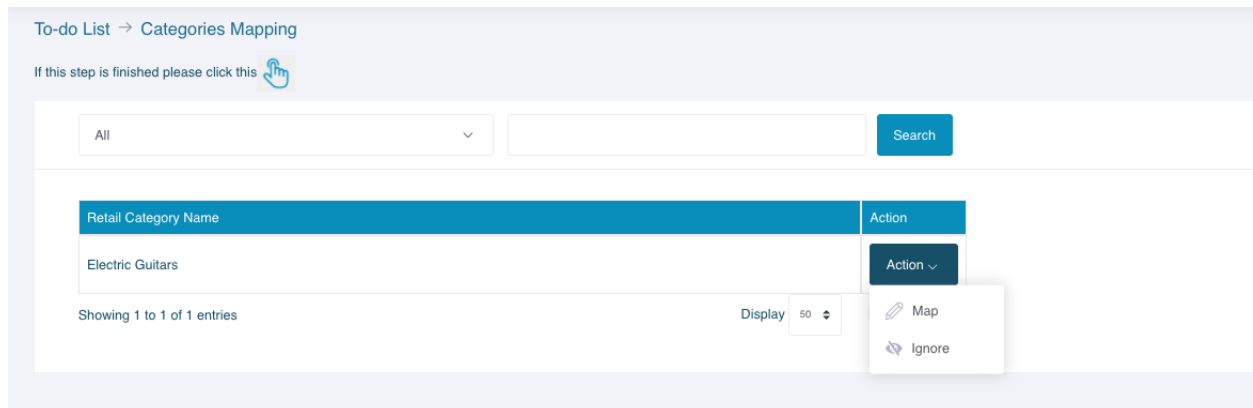
'S2S-Shipping' in your Retail account. If S2S finds it this item will be synced automatically. If it is not found S2S will create it.

-eCom: In order to connect to your Lightspeed eCom properly. In the provided field, copy and paste your eCom web address from your account.
(ie "https://bobs-music.shoplightspeed.com)

After your **Retail Setup** is complete, you can move on to the next step.

Step 6) Categories Mapping
In this step, you will map your Lightspeed Retail categories to the Sync2Sell System Categories. This will allow your categories to automatically map to the appropriate category on multiple marketplaces. Please note that you will have the ability to edit your category mapping at any point in the menu of your Sync2Sell account. You may also ignore a category, in the event that you do not wish for the products in this category to post to online marketplaces. *(Please note that you can click to "finish this step before mapping your categories. As you may have many, you can move forward to the next steps and return to your mapping later)*
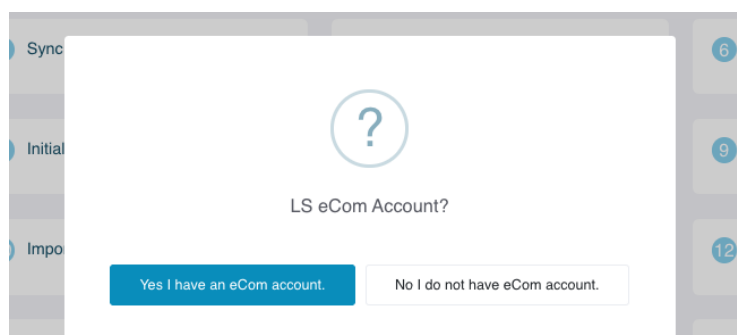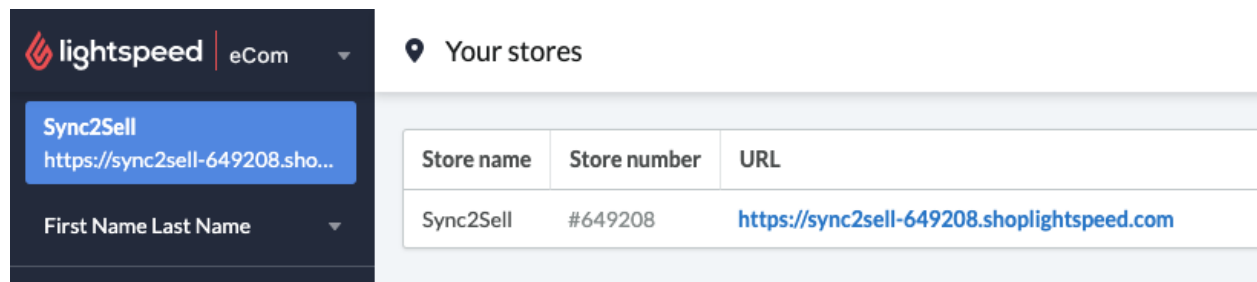

Step 7) Initialize Master Product
In this step, the products that have been synced from your Lightspeed account will be converted to the appropriately adjusted format in the Sync2Sell database so that the items may post properly to the appropriate marketplaces. Moving forward, this allows Sync2Sell to edit & update necessary changes made to products in Retail and beyond.

Step 8) Ignore or Bind eCom
If you use Lightspeed eCom with your Retail account for your website, you will connect your eCom account here. If you are not a user of Lightspeed eCom, you will be able to ignore the connection here, as there will not be any data pulled from eCom for your Sync2Sell account.

If you have a Lightspeed eCom account, you will need to click on your shop name on the top left of your eCom account to access your store number. Once you have this number, you can enter it into Sync2Sell to then Bind your eCom account.

Step 9) **Sync Products from LS eCom**
After entering your Store Number, you will be asked to login to your Lightspeed eCom account, followed by the Sync2Sell App with your S2S login credentials. Once completed, you will be redirected to Sync2Sell so that you may sync your products. This may take a while to sync, depending on how many products you have. Do not close this page while the sync is in progress. Once the sync is completed, you can move on to the next step where you will officially convert your products into the S2S system.

Step 10) **Import eCom Products to Master Product**
With this import, the products that have been synced from your Lightspeed account will be converted to the appropriately adjusted format in the Sync2Sell database so that the items may post properly to the appropriate marketplaces. Moving forward, this allows Sync2Sell to edit & update necessary changes made to products in Retail and beyond.
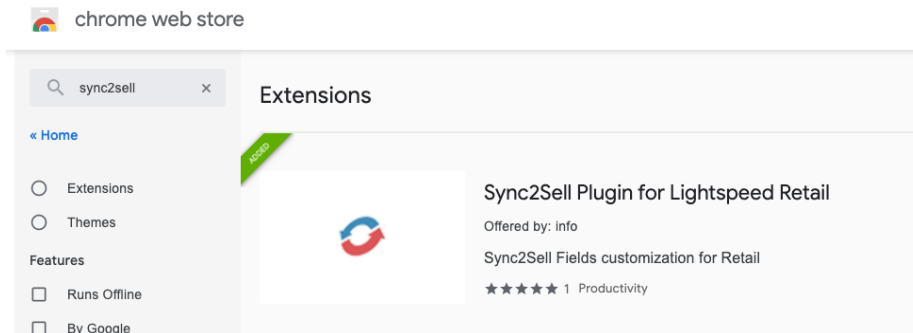
Marketplace Sync

Once you have imported all of your Lightspeed products and completed the sync within Sync2Sell, you can move forward to connect to the marketplace of your choice. You will be prompted to login to your marketplace accounts (ie. Reverb, ebay, etc.) in order to complete the sync. Since you have already mapped your Lightspeed Retail categories to the Sync2Sell system categories, your products will automatically be mapped to the appropriate category on the marketplace(s) of which you choose to sync.
If you have not mapped all of your categories yet, please be aware that products in unmapped categories will not be able to post to marketplaces yet. Also be sure to remember to map categories when new ones are created in your Lightspeed account.
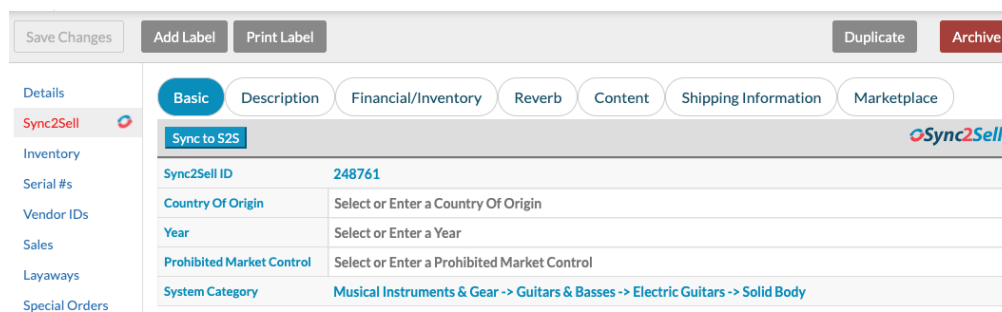
To help you manage your items and their marketplace item specifics inside your Lightspeed account, be sure to download the Snyc2Sell Chrome Extension. This extension will allow you to take advantage of the Sync2Sell features without ever having to leave your Lightspeed account. Follow the steps below to download the extension.
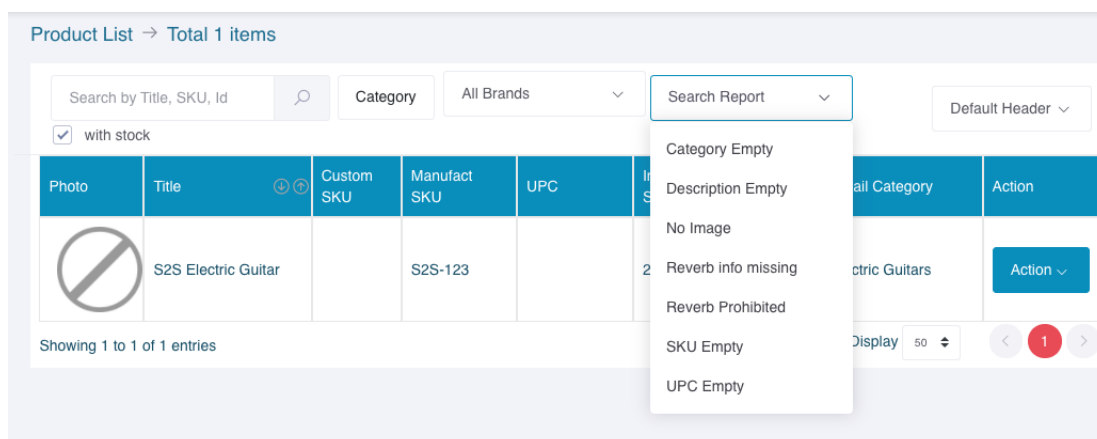
Downloading the Sync2Sell Chrome Extension

After setting up your first marketplace sync, you will want to visit the Google Chrome Web Store to download the Sync2Sell Extension.

This extension will allow you to manage necessary item specifics for your products inside your LIghtspeed Retail account.

You will be able to access real time search reports of your products so that you can see which products may be missing images, description, UPC, and more. This look into your inventory will help you list more on online marketplaces so that you can sell more!In the Sync2Sell extension, you will also have the ability to read and reply to messages from customers on different marketplaces, directly inside of your Lightspeed account!

Once you have synced your Lightspeed account to your Sync2Sell account and have downloaded the Chrome Extension, you will be ready to create and edit new listings on a variety of marketplaces with ease. As you continue to get familiar with Sync2Sell and its features, if you have any questions, be sure to visit the FAQ page of Sync2Sell.com or contact our support team via email so that we can help.

Sync2Sell

support@sync2sell.com