

# **Asellertool PDA Scouting Program 9.1**

## **Operation Instructions**

### **Contents**

Main Screen Explanation.....	2
Explanation of Pricing and Group.....	4
Pricing Trigger for FBA and Non FBA Seller .....	4
Non FBA Sellers .....	4
FBA Sellers.....	4
Menu .....	5
Select .....	6
Entering Barcodes Manually .....	7
Title Search .....	8
Virtual Keyboard:.....	9
Program Setting Screen.....	11
Profit Calculation .....	14
Pricing Trigger.....	16
Criteria Group.....	18
Example of Operation .....	19
Watch List.....	20
Audio Configuration .....	22
About.....	23
Account.....	24
Enabling/Disabling Hidden Mode .....	25
Working with the Listing Tool .....	26

## Main Screen Explanation

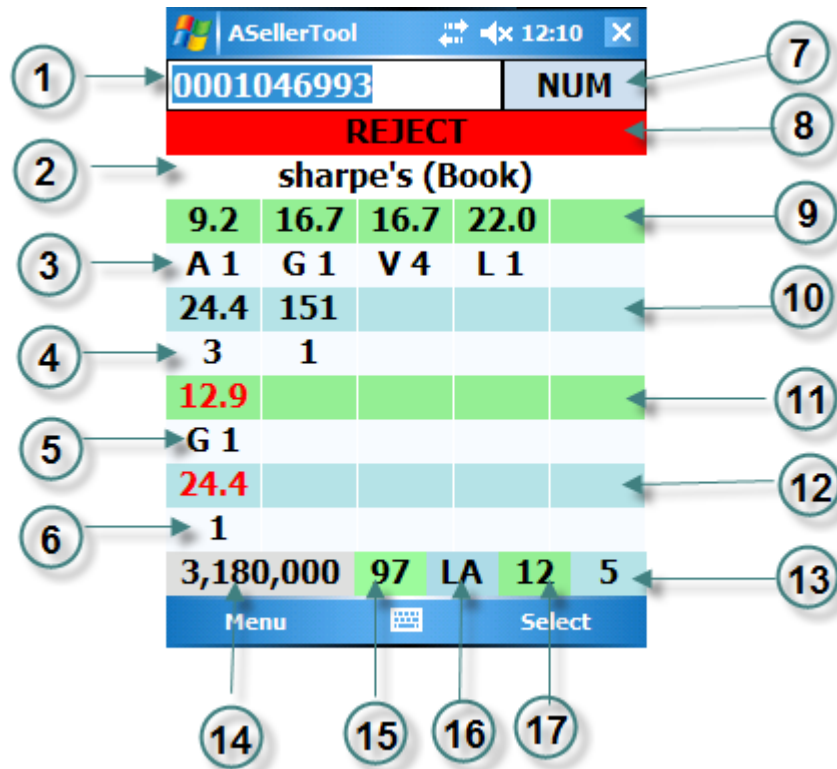


Figure 1

- (1) The last barcode entered
- (2) Show a shortened title for the current item
- (3) Used conditions and number of offers in a used offers group:
  - a. Letters are used to indicate the used condition
    - L = Like New
    - V = Very Good
    - G = Good
    - A = Acceptable
  - b. If you checked **"Display number of Offers in Group"** in Program Settings, then next to the letter will be number to indicate number of offers in this group. If a letter/number is colored **Pink**, this means that there are more than one offer at

the lowest price in this group.

(4) Number of offers in a new offers group:



If you checked **“Display number of Offers in Group”** in Program Settings, you will see this row. Number indicates number of offers in this group. If a number here is colored **Pink**, this means that there is more than one offer at the lowest price in this group.

(5) Used conditions and number of offers in a used offers group for FBA offers. See (3.b) for explanation.

(6) Number of offers in a new offers group for FBA offers see (4) for explanation.

(7) Open up number only keyboard to manual input barcode

(8) Buy/Reject indication from background Color:

- i.  The item is a 'BUY'
- ii.  The item is a 'REJECT'. Buy/Reject is set by using the [Criteria Group](#) and [Pricing Trigger](#) set.

(9) Showing the lowest used price, followed by up to 4 lowest used prices of each group for that item. If you uncheck **“Display FBA Offers Separately”** in Program Settings, FBA prices will also be displayed and colored in **Red**.

(10) Showing the lowest New Price, followed by up to 4 lowest new prices of each group. If you uncheck **“Display FBA Offers Separately”** in Program Settings, FBA prices will also be displayed and colored in **Red**.

(11) Showing used FBA prices, if you checked **“Display FBA Offers Separately”** in Program Settings; this row has the prices for used FBA offers and are marked in **Red**.

(12) Showing New FBA Prices, If you checked **“Display FBA Offers Separately”** in Program Settings, this row has the prices of new FBA offers and marked in **Red**

(13) Total number of new offers up to 255

(14) Amazon sales rank

(15) Indication of remaining battery from 100% to 0

(16) Indicates the current pricing trigger

(17) Total number of used offers up to 255

## Explanation of Pricing and Group

Prices are the lowest price for the item displayed followed by up to 4 lowest prices of different groups for both Used and New books. Due to the limitation of Amazon MWS API, these are *not the continuous lowest five Used and New prices*.

For a more in-depth explanation on the pricing and group, [you can read this document](#).

## Pricing Trigger for FBA and Non FBA Seller

### Non FBA Sellers

If you fulfill your order yourself, then you are a Non FBA seller. You need to go to menu -> program setting -> uncheck "Used landed price". Your pricing trigger will be based on listed price only without considering shipping cost. By doing so, FBA offers will subtract shipping cost first before comparing with other non FBA offers on listed price.

### FBA Sellers

If you are FBA seller, you need to go to menu -> program setting -> check "Used landed price". Your pricing trigger will be based on landed price (list price + shipping cost). By doing so, non FBA offers will add shipping cost first before comparing with other FBA offers on landed price.

## Menu

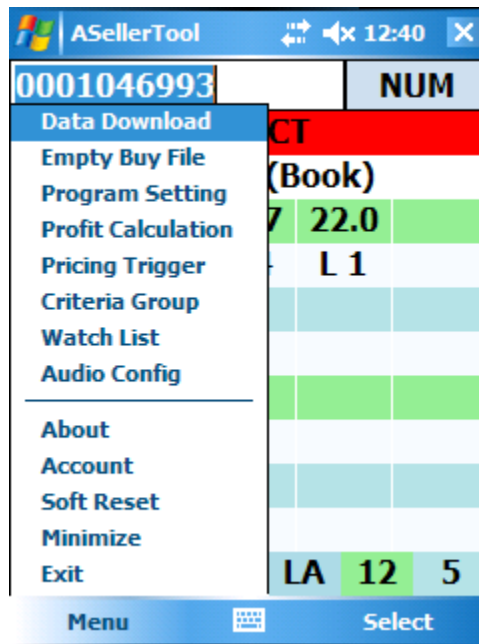


Figure 2

**Data Download:** This option allows you to do a data download directly to the PDA. We do not recommend this method as it is slow and unreliable. We recommend users to use our PC downloader program to download data to the SD card or to the PDA.

**Empty Buy File:** Let you clear the barcodes saved as buy during scanning.

**Program Setting:** Configure this software.

**Profit Calculation:** Calculate the total profit for the items you already scanned.

**Pricing Trigger:** Setup the pricing trigger.

**Criteria Group:** Setup pricing and rank buying criteria for different media.

**Watch List:** Setup your watch list.

**Audio Config:** Configure audio indications to different scanning results.

**About:** Show the version number and also check SD card status

**Account:** Setup your account, display device license key and also enable or disable Hidden Mode.

**Soft Reset:** Allow you to reboot your PDA

**Minimize:** Allow you to minimize ASellerTool PDA software on your PDA

**Exit:** This will end ASellerTool program.

## Select

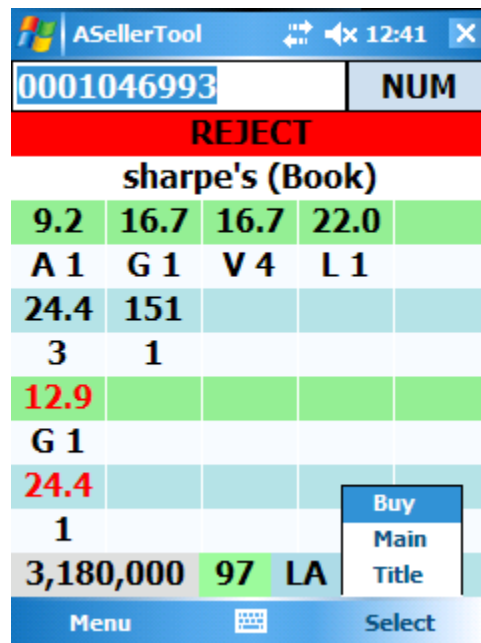


Figure 3

**Buy:** If an item is showing 'Buy', then it is automatically added to the buy.txt. If it does not give you a buy signal, you can click this menu to manually add this item to the buy.txt.

**Numpad:** This will bring up the number pad to allow you to tap ISBN barcode manually.

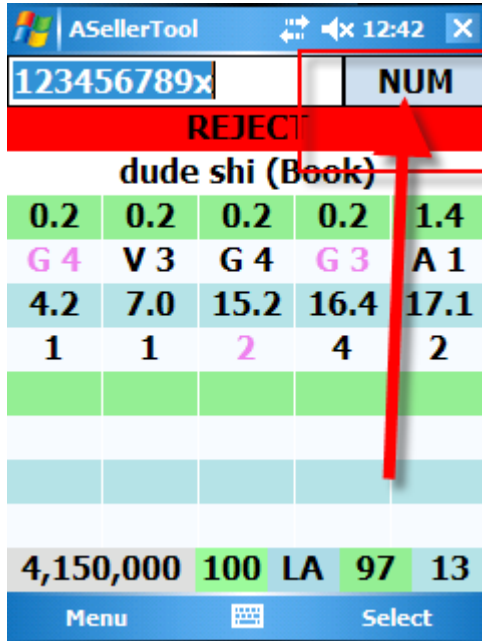
**Local:** Allow you to go to main (local search) screen.

**Title:** Allow you to go to the title search screen.

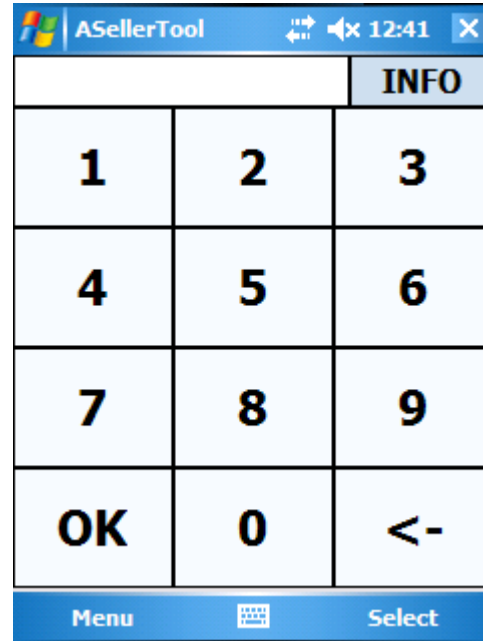
**Keypad:** This will bring up a special keyboard that will allow you to type in the title search.

## Entering Barcodes Manually

If there is no barcode to scan, then you can manually input barcode



**Figure 4**



**Figure 5**

If the barcode has an 'X' as the last digit, you can skip 'X' and tap the green "Check" button to check the result.

You can tap the green 'Back Arrow' to delete previous entered number.

## Title Search

For old books that do not have ISBN barcode, you can perform title search by tapping Select->Title. (Please make sure you already download data with the title search information included)

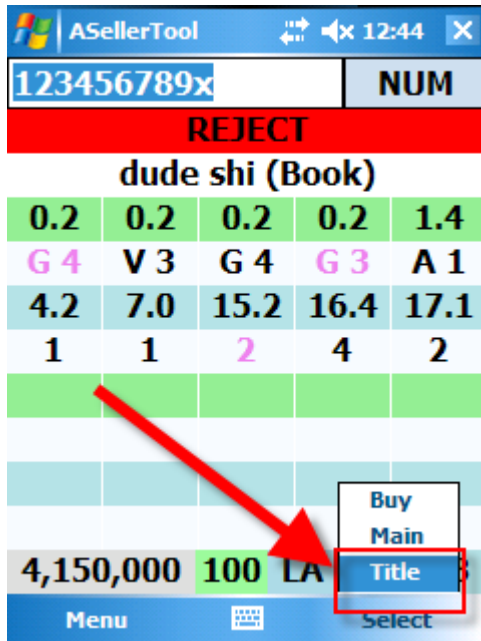


Figure 6



Figure 7

You tap Select -> Keypad to enter the title. Our program will start to search when you tap the 'Space Bar' after each word. The returned candidate list will be refined after each additional word entered and the Space Bar is pressed.

You can use vertical scroll bar to go through the candidate list. You can also use the horizontal scroll bar to go through rest of the title.

If you want to clear your current search and start anew, press the 'Clear' button on the top right hand side to clear the title search box.

To return to the Main Screen, you just tap a title.



## Virtual Keyboard:

In various parts of the program, you may need to enter text and/or numbers into certain fields. In order to do this, you can use the Virtual Keyboard that is included in the Windows Mobile Operating System.

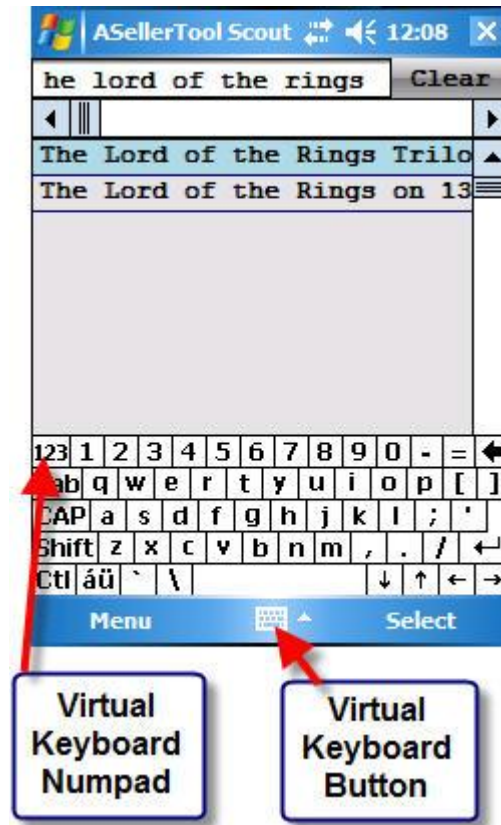


Figure 8

To activate the keyboard, tap the 'Virtual Keyboard Button' with your stylus, then tap the letters and numbers you wish to enter into the text box. You may have to tap the text box you wish to input in first, so a blinking cursor appears in that field.

Some configurations may have numbers running across the top of the Virtual Keyboard. If you wish to enter the numbers from a different format, you can go to the Virtual Keyboard Numpad by pressing the '123' button on the virtual keyboard.

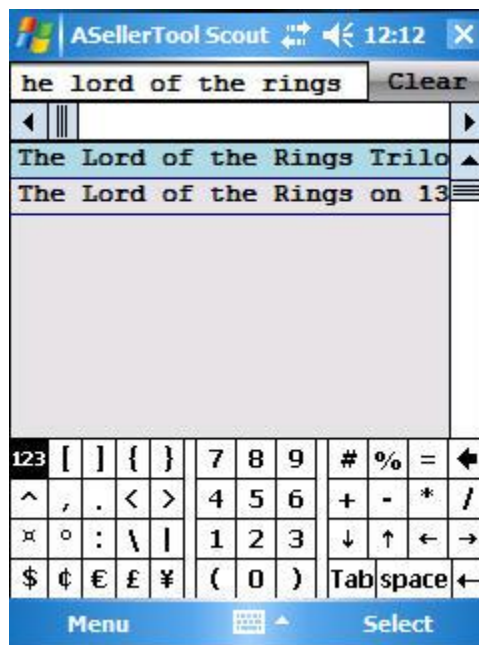


Figure 9

To return to the normal keyboard, simply press the '123' button again, or press the 'abc' button if it appears in the same space.

## Program Setting Screen

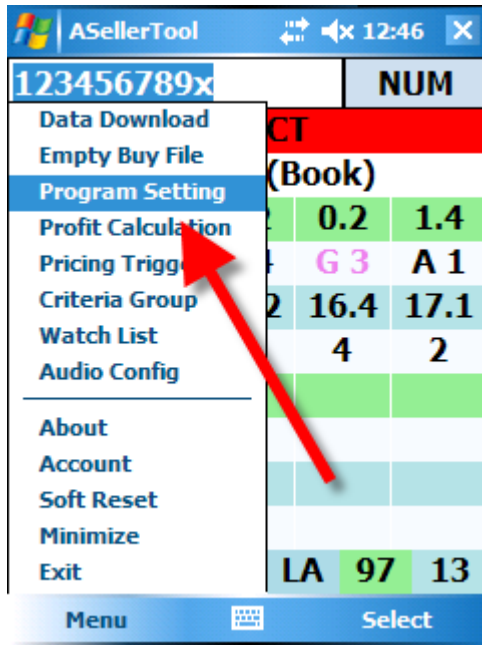


Figure 10

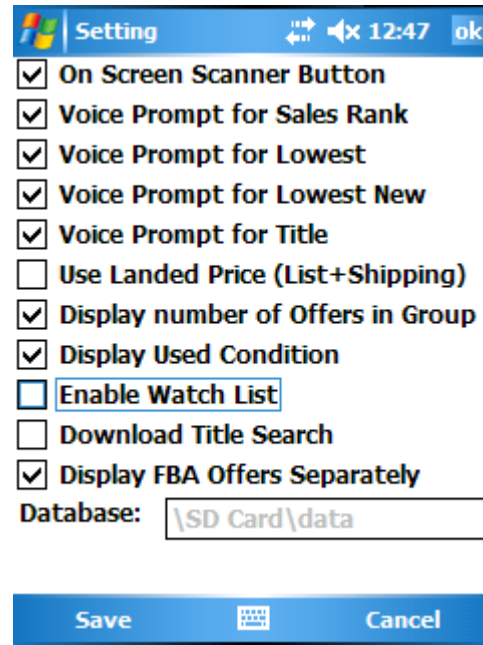


Figure 11

The following is an explanation of what each setting does from top to bottom.

**On Screen Scanner Button:** In previous releases of this program, check marking this button would cause an on-screen scanner button to appear on the touch screen, which would activate the connected laser scanner when pressed. In the current version, however, the scanner button is always active, so this feature is, at this time, disabled.

**Voice Prompt for Sales Rank:** When checked, this option allows the program to say the Sales Rank for the current item.

**Voice Prompt for Lowest:** When checked, this option allows the program to say the lowest price listed for the current item.

**Voice Prompt for Lowest New:** When checked, this option allows the program to say the lowest new price for the current item.

**Voice Prompt for Title:** When check-marked, this option allows the program to say the shortened title for the current item.

**NOTE:** To activate any voice prompts, an item must be scanned twice; once to give the buy/reject signal, and a second time for the voice itself.

**Use Landed Price (List + Shipping):** When checked, this option will show the 'Landed Price' of an item (the listed price of an item plus shipping cost) to all new and used prices listed except FBA offers marked in **red**. The shipping cost is the standard Amazon would charge for the item.

For FBA sellers, check this option, so pricing trigger will use landed price

For Non FBA sellers, uncheck this option, so pricing trigger will use listed price and all FBA offers will subtract shipping cost when comparing with non FBA offers.

**Display # of Offers in Group:** When checked, this option will show the number of offers in each group, according to the [Explanation of Pricing Data](#) in the main screen section. Unchecking it will simplify things and simply show the condition of the items in said group, as well as removing the New Group Quantity and FBA New Group Quantity rows from the main screen.

**Enable Watch List:** When check-marked, this option enables those barcodes set in the Watch List, when scanned, to show up in the Buy decision screen as 'Watch List' instead of 'Buy' or 'Reject'. Unchecking it will disable the Watch List at that time.

**Download Title Search:** When check-marked, this option ensures that the Pre-ISBN title search files are downloaded with the ISBN/UPC barcode files when using the 'Data Download' function built into the PDA. This function is discussed later in this tutorial.

**Cell Phone Style Numpad:** When check-marked, this will show the Manual Entry Screen as a standard number pad common to most cellular phones:

1 2 3  
4 5 6  
7 8 9

If this box is unchecked, the numbers will be reversed in the Manual Entry Screen:

7 8 9  
4 5 6  
1 2 3

**Display FBA Offers Separately:** This option is enabled by default. When enabled, it will take those items in the Used and New prices that are marked as 'FBA' (shown in Red), as well as their Group Quantities and Conditions, and transfer them to four rows underneath the New Group Quantity row. If this is unchecked, the FBA prices will be shown as part of the New or Used groups they're originally from in Red, and the Main Screen will have those last four rows omitted.

**Database:** This field cannot be modified, but shows the current path the program is using to access the pricing database. This can be used to troubleshoot issues where the program gives errors when scanning.

**Save:** Tapping this will save all changes to Program Setting and return you to the program after a few seconds.

**Cancel:** Tapping here will cancel any changes you have made to the Program Setting screen and will return you to the program in few seconds.

## Profit Calculation

The PDA program comes with a built in feature that allows you to calculate the profit made on the books you are buying. Profit is based on the lowest price that book is being sold for on Amazon, and either the total cost of all your books, or a fixed cost for each book.

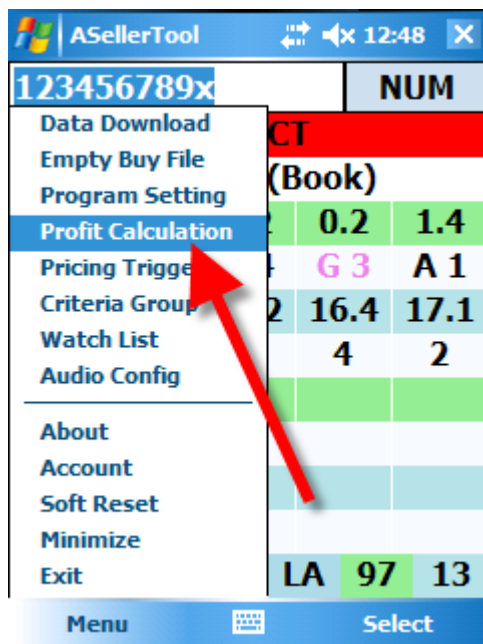


Figure 12

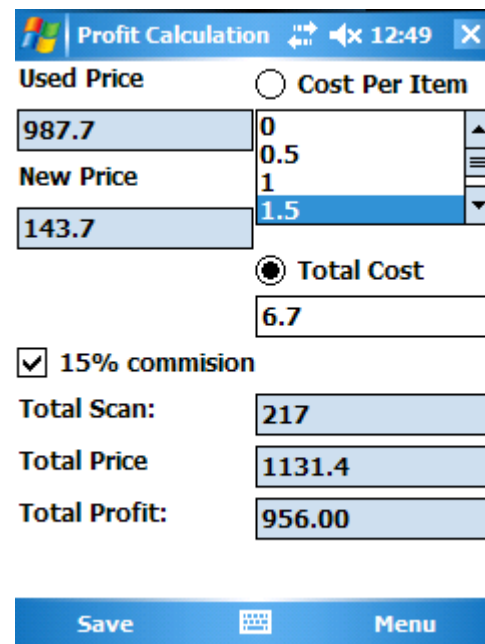


Figure 13

**Used Price:** This box will show the cumulative total, since last reset, of the lowest selling prices for those items where said price is in the 'Used' section.

**New Price:** This box will show the cumulative total, since profit calculation was last reset, of the lowest selling prices for those items where said price is in the 'New' section.

**Cost per Item:** If this option is selected, a fixed cost per item scanned will be deducted from the Total Price; this fixed cost per item can be selected in the box below.

**Total Cost:** If this option is selected, a total lump cost will be deducted from the Total Price; the total lump cost can be set in the box below.

**15% Commission:** If this box is checked, a fifteen percent commission to Amazon will be factored into the profit calculations to the total price after cost is deducted. If this box is unchecked, this commission will not be factored in.

**Total Scan:** This box will show the cumulative total of items scanned since profit calculation was last reset.

**Total Price:** This box will show the cumulative total of the lowest selling price for all items scanned.

**Total Profit:** This box will show the total calculated profit. Profit is calculated by  $(\text{Total Price} - \text{Cost}) \times .85$  if the commission box is checked.

**Save:** This button will save all changes made to the profit calculation, and will return you to the main ASellerTool screen.

**Menu -> Reset:** This button can be found in the 'Menu' of the bottom right, and will save all changes made to the profit calculation, before resetting all prices, the total number of scans, and the total profit to zero. It will then return you to the main ASellerTool screen.

**Menu -> Cancel:** This button can be found in the 'Menu' of the bottom right, and will discard all changes made to the profit calculation, before returning you to the main ASellerTool screen.

## Pricing Trigger

The Pricing Trigger is used in conjunction with the Criteria Group, which is discussed later in this tutorial. It is the price that is gathered from the data on screen, and compared to the criteria set, so that the program can decide if an item is rated as a 'BUY' or as a 'REJECT'.

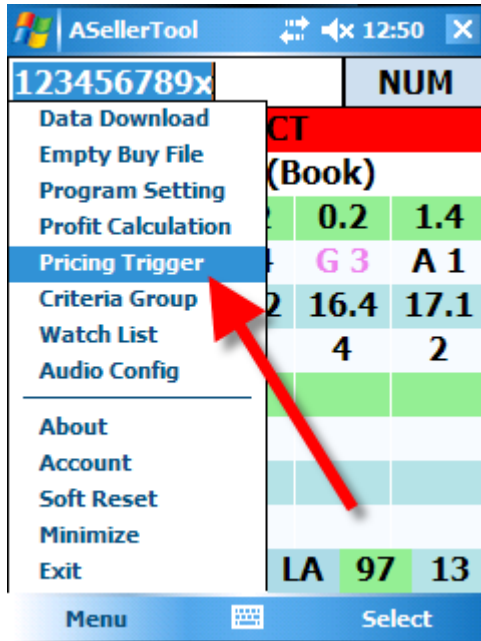


Figure 14

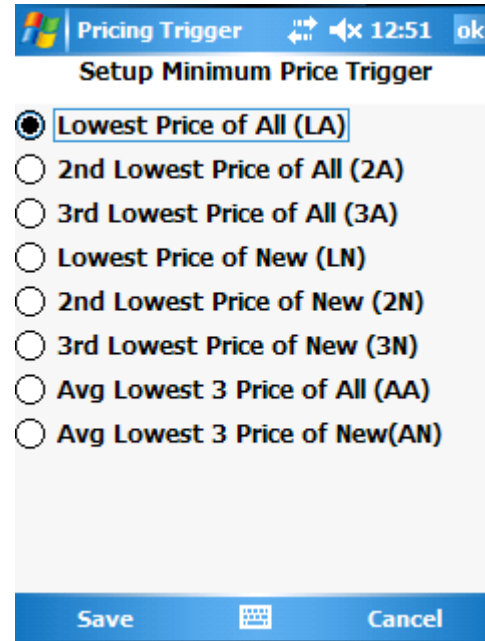


Figure 15

**Lowest Price of All (LA):** This will use the lowest price displayed on the screen, New or Used, as the Pricing Trigger. The Pricing Trigger box will show the letter combination 'LA' to reflect this.

**2<sup>nd</sup> Lowest Price of All (2A):** This will use the second-lowest price displayed on the screen, New or Used, as the Pricing Trigger. The Pricing Trigger box will show the letter/number combination '2A' to reflect this.

**3<sup>rd</sup> Lowest Price of All (3A):** This will use the third-lowest price displayed on the screen, New or Used, as the Pricing Trigger. The Pricing Trigger box will show the letter/number combination '3A' to reflect this.



**Lowest Price of New (LN):** This will use the lowest New price displayed on the screen as the Pricing Trigger. The Pricing Trigger box will show the letter combination 'LN' to reflect this.

**2<sup>nd</sup> Lowest Price of New (2N):** This will use the second-lowest New price displayed on the screen as the Pricing Trigger. The Pricing Trigger box will show the letter/number combination '2N' to reflect this.

**3<sup>rd</sup> Lowest Price of New (3N):** This will use the third-lowest New price displayed on the screen as the Pricing Trigger. The Pricing Trigger box will show the letter/number combination '3N' to reflect this.

**Avg Lowest 3 price of All (AA):** This will use a calculated average of the three lowest prices displayed (out of the ten combined New and Used prices shown) as the Pricing Trigger. The Pricing Trigger box will show the letter combination 'AA' to reflect this.

**Avg Lowest 3 price of New (AN):** This will use a calculated average of all of the three lowest new prices displayed as the Pricing Trigger. The Pricing Trigger box will show the letter combination 'AN' to reflect this.

## Criteria Group

The Buying Criteria, which are set on the Criteria Groups screen, are the parameters used to define the condition under which a book or media item will give a 'Buy' or 'Reject' signal when scanned. These parameters are set using a combination of the lowest price as determined by the Pricing Trigger (see the Pricing Trigger section), and the sales rank for the item.

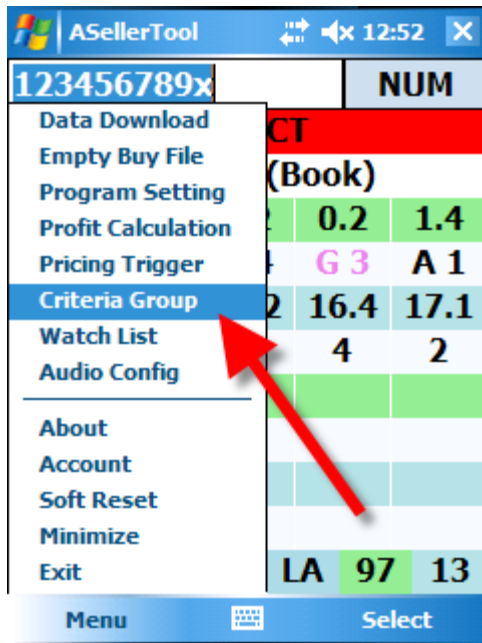


Figure 16

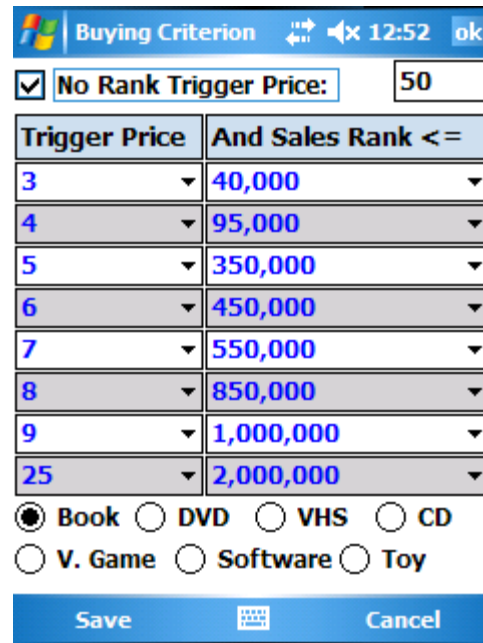


Figure 17

There are two columns on this page:

**Item Price >= (is Greater Than or Equal to):** This column will list the sales price that the Pricing Trigger for the item must be greater than or equal to be a 'BUY'.

**Item Sales Rank < (is Less Than):** This column will list the number the Sales Rank for the item must be less than to be a 'BUY'.

There is also a setting above these columns:

**No Rank:** If this is checked, the number to the left will be used as the Item Price for those few items on Amazon with no Sales Rank, to determine if the item is a 'BUY'. If it is unchecked, all

items without Sales Ranks will be labeled 'REJECT'. This setting is universal over all categories.

## Example of Operation

We will use the current Criteria Group shown above as an example. You will note that the first row has the following:

Item Price  $\geq$  3.5: Item Sales Rank  $<$  40,000.

This means that, if the item's resale price according to the Pricing Trigger is greater than or equal to 3.50 dollars, *and* the sales rank is less than 40,000, it will be registered as a 'BUY'. If it does not match this, the program will continue down the list to the next row, in this case:

Item Price  $\geq$  4.5: Item Sales Rank  $<$  90,000.

The same calculation will be performed, with the same result; if the Pricing Trigger is greater than or equal to 4.50 dollars, *and* the sales rank is less than 90,000, it is a 'BUY'. If not, the program continues down.

If the Pricing Trigger and sales rank for an item match no parameters on this page, then the item is registered as a 'REJECT'.

Below the parameters listed, there are radial buttons for the categories we carry in our database. When the program is first installed, the same default parameters are set for all categories of items. Our current software is able to tell what category an item belongs to, so it is possible for our customers to set different parameters for the different categories of items. For instance, you could set your Item Price and Item Sales Rank for Books to one value, and your Item Price and Item Sales Rank for DVDs to another.

Lastly, there are two buttons at the very bottom:

**Save:** The save button will save any changes you have made to the criteria, and then return you to the main ASellerTool screen.

**Cancel:** The cancel button will discard any changes you have made to the criteria, and return you to the main ASellerTool screen.

## Watch List

The Watch List section allows you to add ISBNs that would when scanned normally come up as a 'BUY' or as a 'REJECT' will instead come up as 'WATCH LIST'.

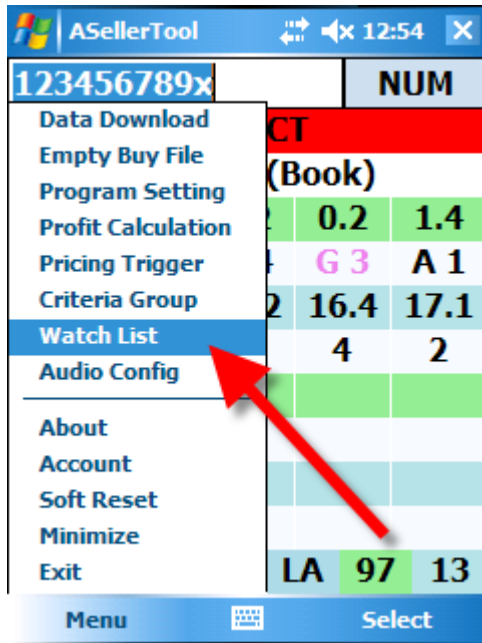


Figure 18



Figure 19

**Top Text Box:** The text box at the top of the Watch List screen allows you to use either the PDA's virtual keyboard, or the scanner connected to the PDA, to enter in barcodes that you would like to add to the watch list. The scanner should automatically add scanned barcodes to the Watch List, while manually entering them using the virtual keyboard will require you to press the 'Enter' key, or using the 'Add New Watch' option in the Watch List's Menu.

**My Watch List:** This list contains all the barcodes that you current have added to the Watch List. They can be selected by tapping on them, in the case of using the 'Remove a Watch' menu option to delete a barcode.

**Menu -> Add New Watch:** This option can be found in the Watch List's Menu, on the bottom left hand side of the screen. Tapping it with a barcode entered into the Top Text Box will add that barcode to the 'My Watch List' section.

**Menu -> Remove a Watch:** This option can be found in the Watch List's Menu, on the bottom left hand side of the screen. Tapping it with a barcode selected on the 'My Watch List' section will remove that item from the Watch List itself.

**Menu -> Clear Watch List:** This option can be found in the Watch List's Menu, on the bottom left hand side of the screen. Tapping it will bring up a warning dialog box asking if you would like to clear your whole Watch List. Tapping 'No' will return you to the intact Watch List. Tapping 'Yes' will return you to a cleared 'Watch List' section.

**Close:** This button on the bottom right hand side will close the Watch List section, and bring you back to the main ASellerTool screen.

**NOTE ON WATCH LIST OPERATION:** Remember, the 'Enable Watch List' checkbox must be checked and saved on the Program Setting screen in order for the 'Watch List' result to come up. If this is not checked, the Watch List will be set, but items on the Watch List will come up with the standard 'BUY' or 'REJECT' rating.

## Audio Configuration

When the PDA scans an item and gets a certain result, an audio cue will play from the PDA's speakers or headset depending on the user's preference. This audio cue is a good way to tell quickly whether an item is a good buy or not. Audio cues are particularly useful if you are using a Bluetooth scanner with the PDA in a pocket or otherwise having its screen obstructed from view.

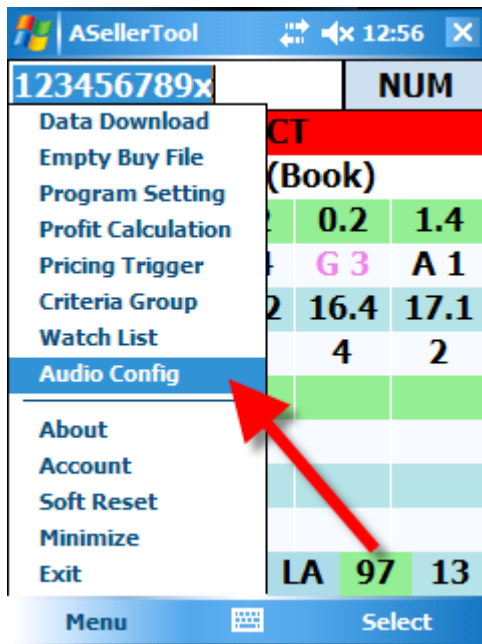


Figure 20

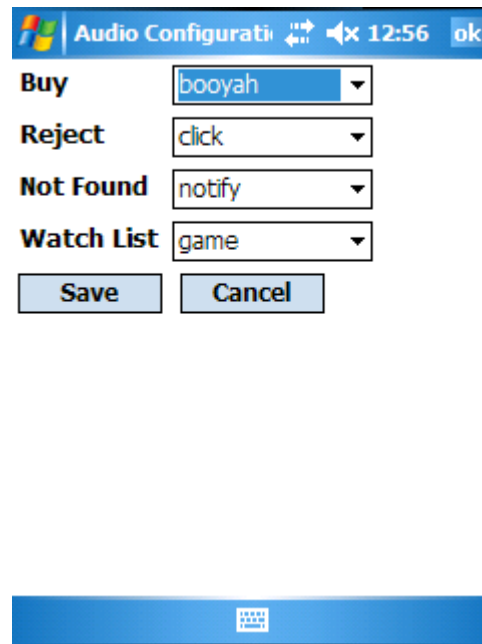


Figure 21

**Buy:** This sound will be played when a 'BUY' rating is given.

**Reject:** This sound will be played when a 'REJECT' rating is given.

**Not Found:** This sound will be played when an item is Not Found in the database. You may hear this sound, or the words 'Not found'.

**Watch List:** This sound will be played when an item on your Watch List is scanned, providing that the Watch List has been enabled in Program Setting.

**NOTE:** All categories here will need to be set to different sounds in order to function; setting any categories here to different sounds will produce an error.

**NOTE:** Additionally, if you find the sound is cut off before it can play fully, check your sound configuration by tapping the Menu button on the bottom left hand side, and select Minimize. Then, tap the Start Menu on the PDA's top left hand side, followed by Settings, and then the Sounds & Notifications icon. On this screen, make sure all check boxes *except for Programs* are *unchecked*.

## About

The About window will show some small amount of information about the program and pricing database that is currently on the PDA.

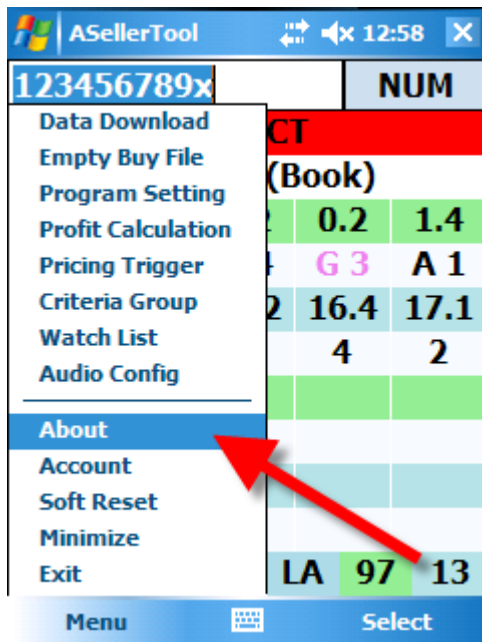


Figure 22

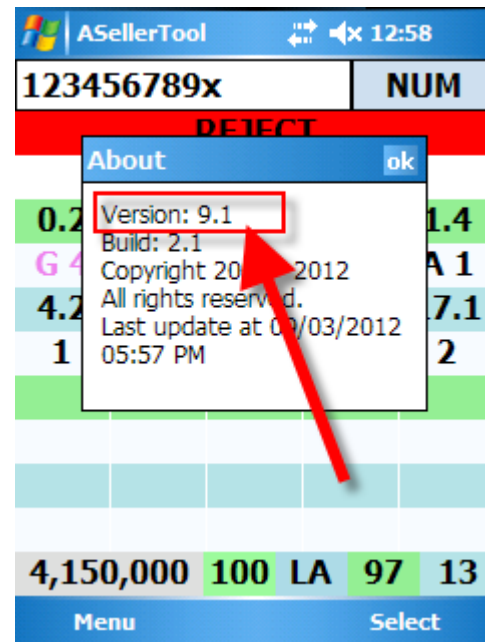


Figure 23

**Version:** This is the current version of the program installed on the device itself. The build number underneath is for internal use and is not needed by the User.

**Last Update at:** This will show the data and time of the last update that was done. It will also state if an SD card cannot be detected in the PDA, or if an SD card is detected, but no data files are found. It should be noted that there might be problems with the pricing database even if a last update date is shown here. Make sure you soft reset your PDA after each download to be certain of functionality.

## Account

This screen shows you the current account credentials entered into the PDA, as well as the ability to enter 'Hidden Mode'.

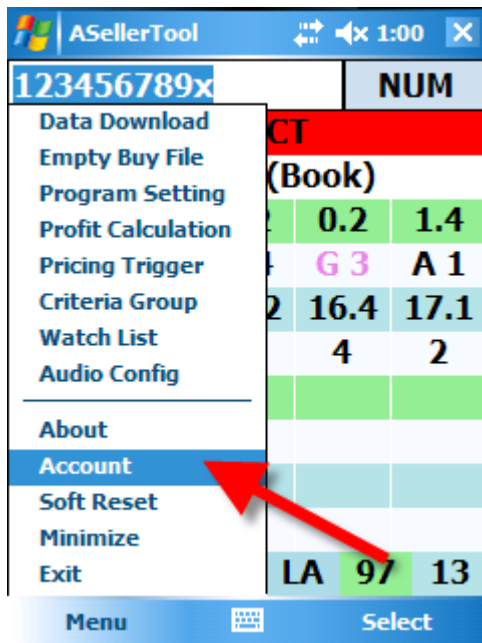


Figure 24

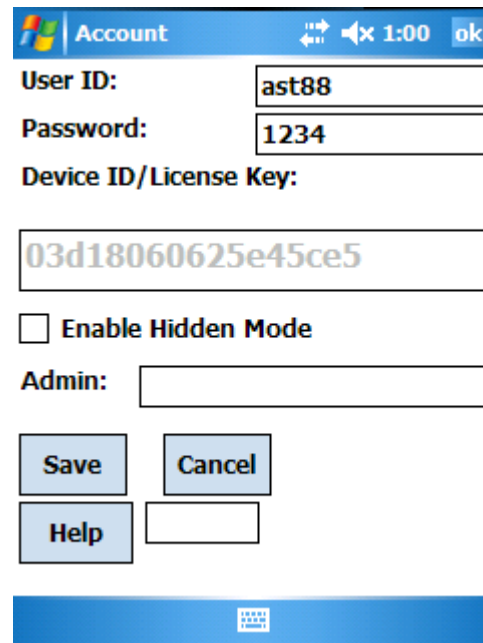


Figure 25

**User ID:** This is current User ID set inside the PDA. This field can be changed if you do decide to switch the User ID/Password combination in the PDA to another combination.

**Password:** This is the current Password set inside the PDA. This field can be changed if you do decide to switch the User ID/Password combination in the PDA to another combination.

**Device ID/License Key:** This can be a string of letters, or letters and numbers. It may be referred to in other programs or documentation either as a 'Device ID', or a 'License Key'. This is used to identify the specific device you are using. It is permanently set in a PDA, and cannot be changed.

This means that if a customer needs to change the license key attached to their account, they should contact ASellerTool.

**Enable Hidden Mode/Admin:** These two fields are used to enable and disable Hidden Mode on the PDA. When enabled, Hidden Mode removes all information about a book, including pricing, conditions, amount in groups, number available, and sales rank. Only the item's title and a 'BUY', 'REJECT' or 'WATCH LIST' rating will appear.



**Save:** Pressing 'Save' at the bottom left of the screen will save any changes made to the Account screen, including new User ID and Passwords entered, and the enabling/disabling of Hidden Mode (assuming the correct Admin password has been entered to disable it). You will then be returned to the program's main screen.

**Cancel:** Pressing 'Save' at the bottom right of the screen will discard any changes made to the Account screen, and return you to the program's main screen.

## **Enabling/Disabling Hidden Mode**

Hidden mode can be enabled or disabled easily. Simply go to the account screen, checkmark 'Enable Hidden Mode', and then enter a password in the Admin box. When you click 'Save' on the bottom left hand side of the screen, Hidden Mode will be enabled with the same password that you set into the Admin box. To disable it, go back to the account screen, remove the checkmark next to 'Enable Hidden Mode', and then enter the same password you used when you set Hidden Mode up. When you press 'Save', you will go back to the main screen, with Hidden Mode disabled.

**NOTE:** Make sure you remember your Hidden Mode password! If you forget this password, you will not be able to disable Hidden Mode without contacting ASellerTool and going through a remote support session. It is advised that you make the password something simple to remember, or make a note of it somewhere you can access.

## Working with the Listing Tool

While this is discussed in more depth in the 'AST Listing Tool' tutorial, the PDA itself interacts in a number of different ways with our Listing Tool software.

**Authenticating a Subscribed Account:** At the present time, we make sure the people using our Listing Tool are subscribed Users by checking the information on the PDA. That means that your PDA must be connected to the computer and show 'Connected' either in Microsoft ActiveSync or Windows Mobile Device Center. In addition, the User ID and Password on the 'Account' screen must be that of a subscribed User ID, and the Device ID/License Key on the Account Screen must be attached to that same User ID.

**Uploading Scanned Barcodes From the PDA to the Listing Tool:** The PDA program is capable of storing the barcodes you have scanned into the Listing Tool, by using the 'From PDA Scanner' option on the Scan page of the Listing Tool. Pressing 'Import from PDA' in that option will upload the barcodes in the 'buy.txt' file on the PDA to the Listing Tool itself.

The 'buy.txt' file is stored on the PDA itself. Any time you scan a book that gives a 'BUY' rating, its barcode is written to the 'Buy.txt' file. As well, any time you tap 'Select' on the bottom right of the Main Screen, and tap the 'Buy' option will add that barcode to the buy.txt file as well. The latter method can be used on either a BUY or a REJECT book. If you want to start adding books to buy.txt from scratch, you can clear the buy.txt file by tapping the 'Menu' button on the bottom left of the Main Screen, and then tapping the 'Empty Buy File' option.