User Manual

Pricing Online Training Courses
with
SharedTrain

https://www.sharedtrain.com

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SharedTrain   Online Training Software

Introduction

If a course or presentation has a price, SharedTrain operates as a "paywall". Viewing cannot commence without payment.

Users in the *owner* group have the necessary permissions and authority to price their own courses. Membership of the *owner* group is by request to SharedTrain.

There are two ways to pay for a course or presentation:

1. With a credit or debit card by individual students
2. By invoicing an organisation for a group of their students

Both these methods are covered in this manual although the first method hardly needs documentation.

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Section 1 – Overview and single currency money flow

The URL for pricing courses is https://www.sharedtrain.com/**admin**

This is the same URL as for course development but developers cannot see the pricing mechanism unless they are also members of the owner group.

Card payment processing is outsourced to card gateway provider Stripe Inc in USA. Stripe is certified to the security standards required of gateway providers.

The flow of money is from purchaser to Stripe and from Stripe directly into the course owner's home bank account.

More competitive than most banks, Stripe charges a transaction flagfall plus a percentage of the sale price. Details at https://stripe.com

Stepwise:
1. Set up a Stripe account nominating the course owner's home bank account
2. Ensure the course or presentation *Login needed* is set to *Yes* [1]
3. Create a price record in SharedTrain
   - connect the price with the course owner (ie., Client)
   - connect the price with the developed course
4. Optionally sell a fixed number of (priced) courses to an organisation

Revenue is automatically exchanged into the home currency of the owner's bank account by Stripe. But see Section 5 – International pricing on page 7.

Bank account details are set up in Stripe accounts – not within SharedTrain.

Stripe issues the owner a set of keys which represent the owner's Stripe account and therefore their home bank account. Those keys are used in SharedTrain to secure the identity of all transactions.

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1   Paying customers need a login identity in the system for the purpose of storing receipt records

Section 2 – Set up a Stripe account

The URL for establishing a Stripe account is https://dashboard.stripe.com/register

Data required is email, full name and a password before creating the Stripe account.

Because it is done on the Stripe website there is little value documenting here just how to set up an account.

Once established per Stripe rules the home bank account details are entered and keys issued.

Section 3 – Stripe keys

Stripe provides two sets of keys. One set for testing and the other set for live transactions. They are used respectively for signing test and live transactions.

Production server

Both sets of keys are stored on the production server which exclusively uses the live keys for all transactions.

Data entry

At the main menu click Clients and select your organisation. At the bottom of that screen click + Add another Key and paste in all four keys like this ...

Without these keys any money received will end up in SharedTrain's bank and receipt records will be needed to help manually disburse funds.

Staging server

Both sets of keys are loaded (requires a little notice) on the staging server but it only uses test keys. Owners can try out the sales process on the staging server https://staging.sharedtrain.com using test card number 4242 4242 4242 4242.

Section 4 – Set a price

At the main menu click Prices, ADD PRICE + . Select the course to be priced, the region and the *Owner* (ie., client) into whose bank account the money will be paid.

At this stage, any client may be selected as the course owner. This facilitates any user in the owner permissions group setting prices on behalf of others. Trust for this is established by SharedTrain when conferring owner permissions.

Alternatively, members of the sharedtrain group (system admins) can perform these tasks.

Where such trust is impractical the software can be installed on a private server.

Section 5 – International pricing

International purchasers always pay in their own home currency even if the price is in a foreign currency. The purchaser's bank will always handle the exchange for their customer. However, this always adds bank fees and exchange costs to the price paid and may deter experienced shoppers for that reason.

SharedTrain supports multiple prices in different currencies for a single course. It thus provides a friendlier international sales interface as well as more strategically flexible international marketing.

Putting a foreign currency price on a course eliminates exchange fees for such purchasers and represents exactly what they will pay with no hidden costs.

Payments in foreign currency attract known overheads via Stripe published costs and this can be allowed for in the course price in each currency.

Other currency regions can be included on request.

Section 6 – Token based bulk pricing

The course owner can create and sell a token (see below) to a client for whatever price seems appropriate. The token (eg., STxGV-qVqxK-qZkOSgg363COdQwDs) is distributed for students to paste into the token field in their profile page.

A student without a valid token will need to make an individual payment.

At the main menu select Tokens and click ADD TOKEN + then select the Client, the course and enter the desired number of students who can use the token …

A random token is generated on first save and should be copied for distribution.