

Quick Start Guide to Using Whole Goods eCommerce

Overview

Whole Goods eCommerce enables an “Add to Cart” feature for large, in-store pick-up-only items.

This guide will walk you through the key features of Whole Goods eCommerce and provide practical steps for implementation so you can focus on what matters most—selling more inventory.

What You’ll Learn from This Guide

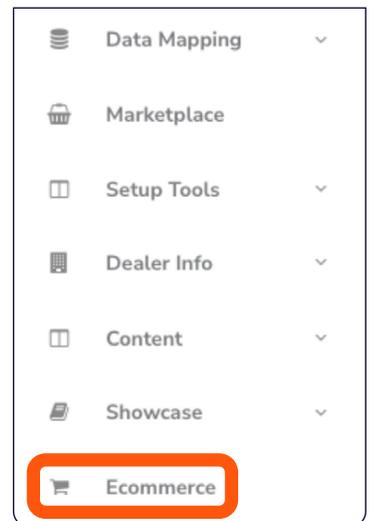
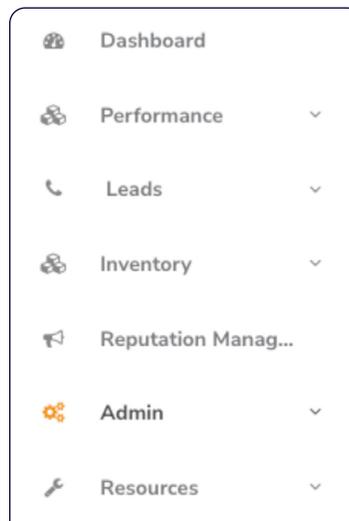
- Key Features of Whole Goods eCommerce
- Step by Step Setup
- Troubleshooting Common Issues
- Frequently Asked Questions

Key Features of Whole Goods eCommerce

eCommerce Site

In order to have Whole Goods eCommerce, you **MUST** have an eCommerce site. After Whole Goods eCommerce has been added to your Dealer Spike website package, the Dealer Spike team will configure your eCommerce site on your behalf.

Your eCommerce site will be accessible from the main menu in your Content Management System (CMS).



When your eCommerce site has been set up, you will see a new “eCommerce” option in your Sales Channels popup in Inventory Manager.

Edit Visibility for 1 Unit ✕

Disabled checkboxes indicate mixed status among the currently selected items.

Showrooms

- ON SALE ✎ 🗑️
- Snow Blowers On Sale ✎ 🗑️
- Rentals ✎ 🗑️
- Package Deals ✎ 🗑️
- Featured Inv ✎ 🗑️

Sales Channel

- Dealer Spike Website
- eCommerce
- Universal Vehicle

Products Groups

- Cleared Items
- Featured Items
- Test
- Snow Blowers On Sale
- Rentals
- Package Deals

Add to Cart

Whole goods inventory that has been enabled for eCommerce will feature a call-to-action (CTA) button labeled “Add to Cart.” When clicked, it will trigger a pop-out view of that inventory in the user’s online shopping cart.

BC 446 - Bartell Global \$3,499.99

Availability **In Stock**

Location Spike OPE Demo

Usage New

Qty 1

Add To Cart

Value Trade

Calculate Payment

View Details >

My Cart

Once a piece of inventory has been added to the online cart, the user can view the cart's contents, edit the quantity of items, and remove any unwanted items.

Ecommerce

MY CART 1 ITEM

One or more of the item(s) in your cart is only available for In-Store Pickup.

18 in. 15 Amp Electric Chainsaw (DWCS600)
Part #: 12984701
IN-STORE PICKUP ONLY - 1 + Remove \$149.00 ea.

ORDER TOTALS	
Subtotal	\$149.00
Shipping	\$0.00
Tax	\$0.00
Total	\$149.00

[PROCEED TO CHECKOUT](#)
[CONTINUE SHOPPING](#)

Select a Pickup Location

At this time, whole goods items are not eligible for shipping and must be acquired at the dealership's location.

Select A Pickup Location

After completing your order, you will receive an email when your items are ready to be picked up.

OPE Demo
4949 Meadows Rd, Ste 150
Lake Oswego, or 97035
[Select OPE Demo](#)

[BACK TO CART](#) [CONTINUE TO PAYMENT](#)

Step by Step Setup for Whole Goods eCommerce

Once your eCommerce site has been integrated with your website, you can begin making whole goods items available for online purchase.

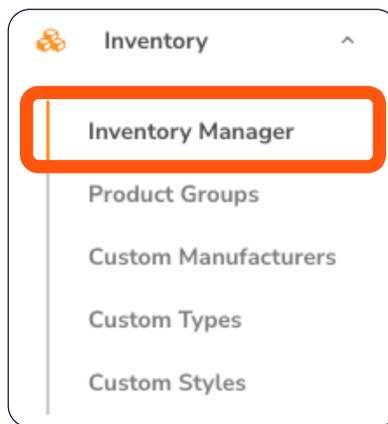
Step 1: Enable the Add to Cart Feature for Whole Goods Inventory

You can enable the Add to Cart feature to your inventory one item at a time, or bulk-enable the feature for multiple items at once.

Option 1: Enable the Add to Cart Feature for a Single Item

Complete the following steps to enable the Add to Cart button for select whole goods inventory:

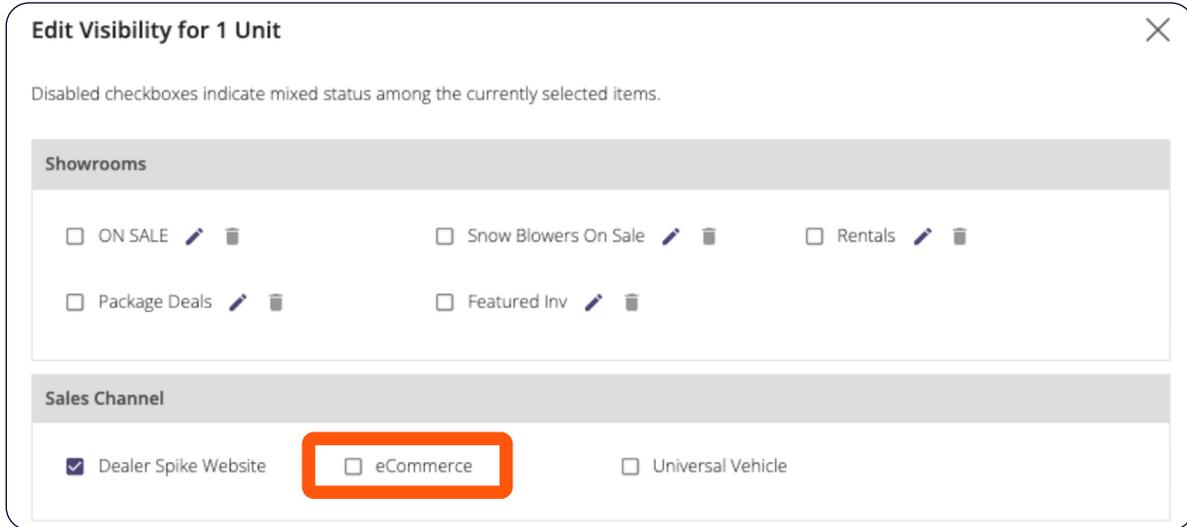
1. Log into your Content Management System (CMS) and in the main menu, click Inventory → Inventory Manager.



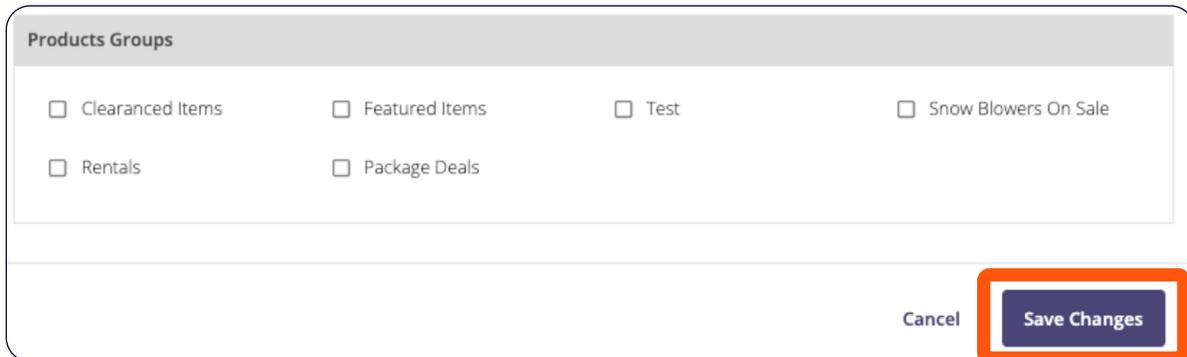
2. Locate the inventory item you want to load into your online store and select “Sales Channels” under the Visibility column.

Actions	Unit Name	Site	Feed	Visibility	Stock #	VIN	Price Display
<input type="checkbox"/>	2023 Briggs & Stratton 30" / 14.50 TP* / Dual-Trigger Steering (1696828) <i>New</i>			Showrooms (0) Sales Channels (1) Product Groups (0) View On Site	-		\$1,500.00

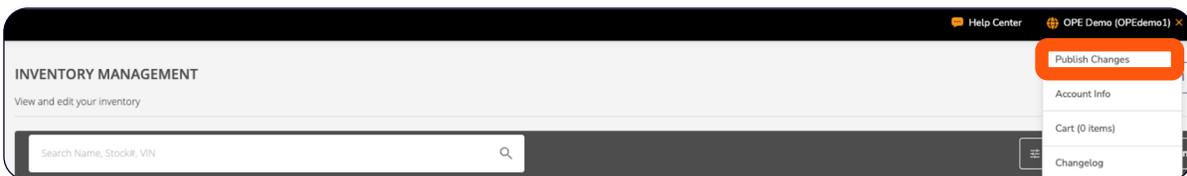
3. You will see a new sales channel labeled “eCommerce” in the Edit Visibility pop-up.



4. Check the eCommerce box and save your changes.



5. Once you have enabled all desired units for eCommerce, select your store name in the top right corner of the CMS and click “Publish Changes.”



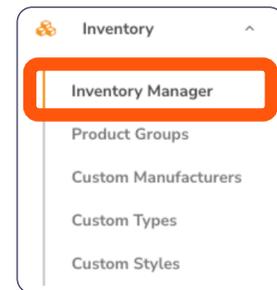
Option 2: Bulk-Enable the Add to Cart Feature

Complete the following steps to enable an Add to Cart feature to all your whole goods inventory:

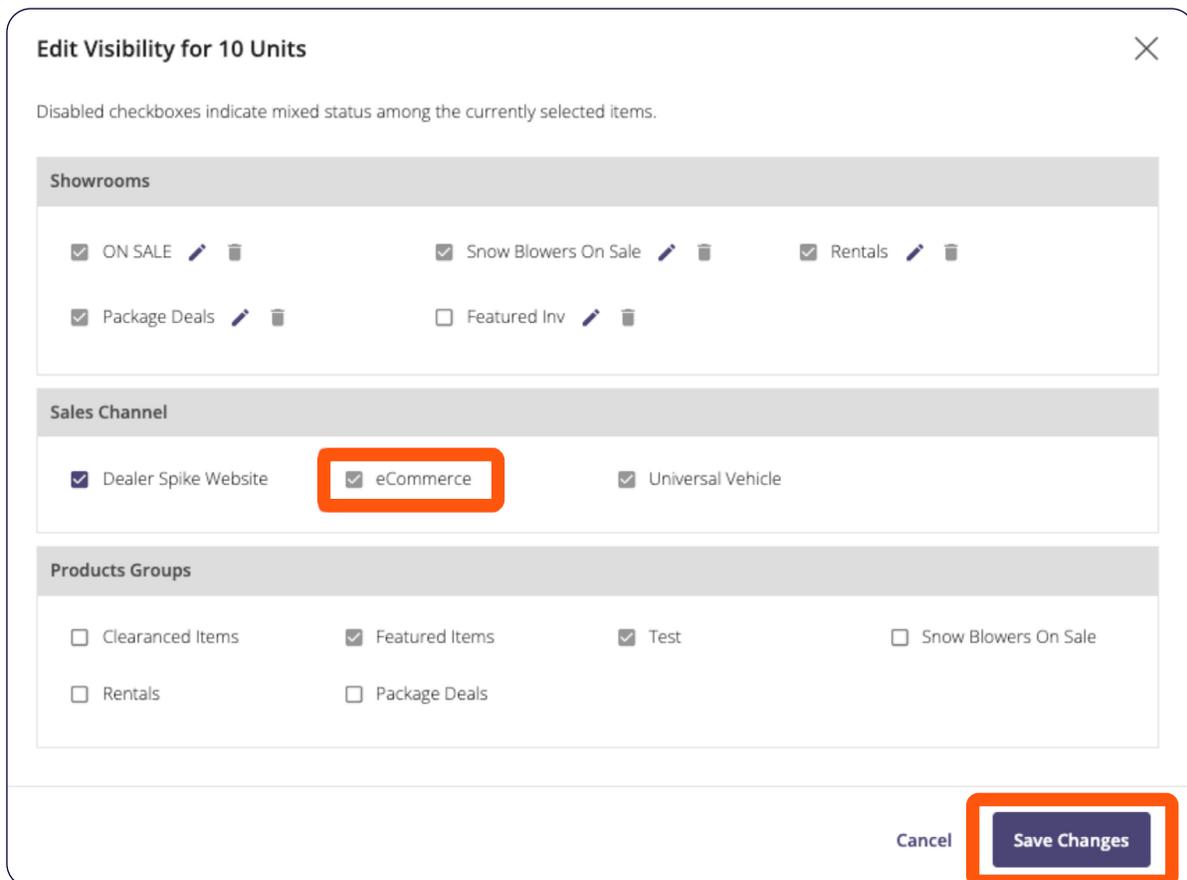
1. Click the Bulk Actions checkbox above your inventory listings to mass-select every inventory item. You can uncheck any items you don't wish to enable for eCommerce.



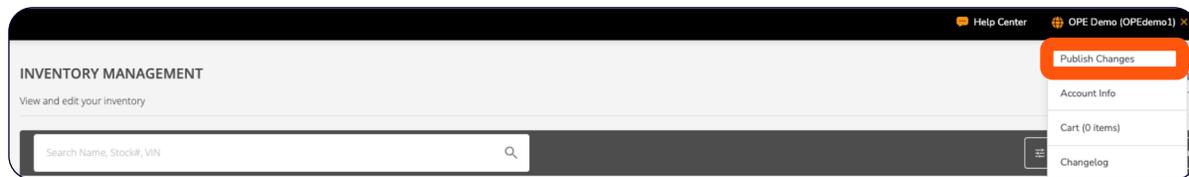
2. Click the Edit Visibility option in the Bulk Actions drop-down menu.



3. You will see the Edit Visibility pop-up. Check the eCommerce box and save your changes.



4. Select your store name in the upper right menu bar and click “Publish Changes.”



Need a video tutorial?

[Click here](#) or scan the QR code to watch a quick walk-through of enabling the Add to Cart feature for your whole goods inventory.



Step 2: Validate the Add to Cart Functionality

Once you have enabled a piece of inventory for eCommerce, we recommend you navigate to the front end of your website to test the Add to Cart functionality.

The Add to Cart button should now appear for eCommerce-enabled units on both the Search Result Page (SRP) and Vehicle Detail Page (VDP), along with a new Inventory filter titled “Buy Online” under Inventory Status.

A cart icon will also be visible on both the SRP and VDP.

The screenshot displays a search results page titled "New Inventory" for "Vehicles and Equipment". It features a search bar, a filter sidebar on the left, and a list of three items. The "Buy Online" filter is selected in the sidebar, and the "Add To Cart" button for the first item is highlighted in orange.

Filters by:

- Applied Filters:**
 - New Usage
 - In Stock Inventory Status
 - Buy Online Inventory Status
- Distance:** +
- Type:** +
- Usage:** -
 - New (38)
- Brand:** +
- Class:** +
- Model Year:** +
- Inventory Status:** -
 - Buy Online (38)
- Showroom:** +

1 - 17 of 17 results | List View | Sort By: Year: Newest First

2025 Deluxe 30 - Ariens | **Add To Cart** | Calculate Payment

2024 18 in. 15 Amp Electric Chainsaw (DWCS600) - DeWalt | **\$149.00** | **Add To Cart** | Value Trade | Calculate Payment

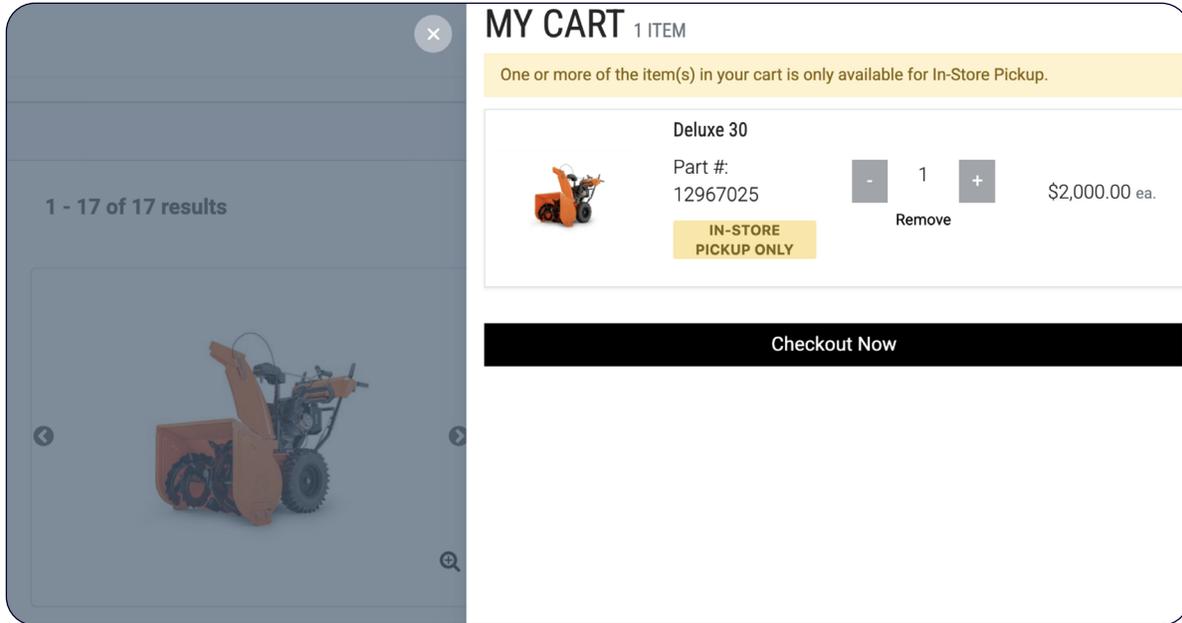
2024 Deluxe 28 SHO - Ariens | **\$1,200.00** | **Add To Cart**

Step 3: Test the Checkout Process

Test the full checkout process on the front end of your website to confirm every step is functional for your shoppers.

Adding a Unit to the Cart

Upon clicking the “Add to Cart” button, a pop-out message will appear, displaying the inventory item in your cart.



Checkout Now

Clicking the “Checkout Now” button will redirect you to the View Cart page, where you will see all the cart details, along with two options:

1. **“Proceed to Checkout”** will take you to the Billing Details form, where you will also see a “Pickup in Store” checkbox.
2. **“Continue Shopping”** will take you back to the SRP.



Filling Out Billing Details

After filling in the required information, you can proceed to make the payment by adding your card details and completing the order.

Billing Details

Full Name

E-Mail Phone

Address

Address

Country

City State Zip

Pickup In Store

Select A Pickup Location

After completing your order, you will receive an email when your items are ready to be picked up.

OPE Demo
4949 Meadows Rd, Ste 150
Lake Oswego, or 97035

Select OPE Demo

BACK TO CART CONTINUE TO PAYMENT

Order Completion

Upon successful payment, the user will receive an email confirming the order completion.

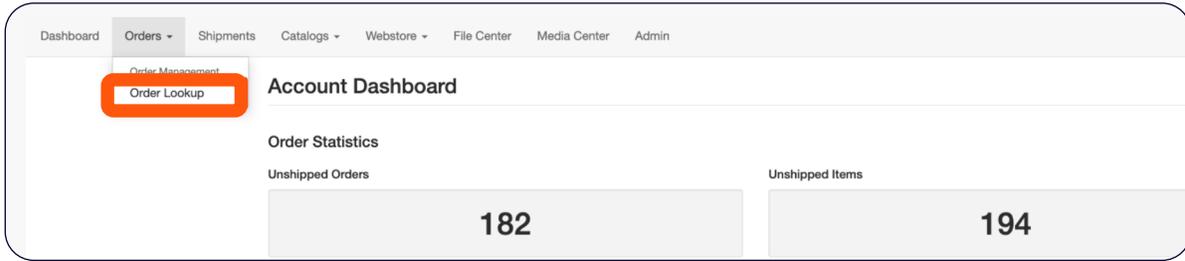
Note: No leads will be generated through this process at any step.



Helpful Tip: To ensure a better browsing experience for your shoppers, make sure the Inventory Deduplication is enabled on your website. For more information about Inventory Deduplication, please read our [Help Center guide](#).

Step 4: View Online Orders in Your eCommerce Dashboard

1. Navigate to the ECommerce tab in your CMS menu.
2. Click Orders → Order Lookup.



3. All online orders will be displayed here.
4. Manage and edit orders under the Actions column on the right.

Status	Order ID	Assigned Order ID	Creation Date	Order Sou...	Order Type	Items	Order Total	Details	Actions
NEW	304	6874c9a9141b2	02:11 07/14/20...	Webstore	In-Store Pickup	VIN12363131	\$11,660.00		Manage Edit
NEW	303	6874c8a51be67	02:06 07/14/2...	Webstore	In-Store Pickup	VIN12363131	\$1,060.00		Manage Edit
NEW	302	6874c7efdd90b	02:03 07/14/2...	Webstore	In-Store Pickup	VIN12363131	\$1,060.00		Manage Edit
NEW	301	6874c710147b8	02:00 07/14/2...	Webstore	In-Store Pickup	VIN12363131	\$1,060.00		Manage Edit
NEW	300	6874c64c50c4e	01:56 07/14/2...	Webstore	In-Store Pickup	VIN12363131	\$2,120.00		Manage Edit
NEW	299	6874c5914a983	01:53 07/14/2...	Webstore	In-Store Pickup	VIN12363131	\$1,060.00		Manage Edit

Here, you can view, print, or refund online orders.

Order ID: 304 Refund Order Print

Order Notes

2025-07-14 02:11:04 Buyer has requested in-store pickup.
2025-07-14 02:11:05 VIN1236313112531 has dealer inventory. Recommending fulfillment from shelf.
2025-07-14 02:11:05 VIN1236313112531 dealer inventory decremented by 2.
2025-07-14 02:11:05 Vin11342036 has dealer inventory. Recommending fulfillment from shelf.
2025-07-14 02:11:05 Vin11342036 dealer inventory decremented by 1.
2025-07-14 02:11:05: Confirmation email sent.
2025-07-14 02:11:05: Dealer Confirmation email sent.

Ship To

Name: In-Store Pickup

Address 1: E2E Test Store

Address 2: 123 Main Street

Address 3:

City: Atlanta State: GA Zip: 30339 Country: US

Bill To

Name: Email: Phone:

Address 1:

Address 2:

Address 3:

City: State: Zip: Country:

304
Order ID

Webstore
Marketplace

Stripe
Payment Method

Marketplace ID
2025-07-14 02:11:05
Captured

Transaction ID

Troubleshooting Common Issues

The “Add to Cart” button isn’t appearing.

Solution: Confirm the eCommerce sales channel is enabled for the item in Inventory Manager. Check under “Edit Visibility.”

Customers can’t complete the checkout process.

Solution: Confirm you have configured your payment method. Customer payments cannot be taken without a payment processor. Compatible payment processors include PayPal, Stripe, and Authorize.net.

Orders aren’t showing in the eCommerce Dashboard.

Solution: Verify product visibility is published and properly connected to the eCommerce system.

Unable to select the eCommerce sales channel during setup.

Solution: Ensure the “Major Unit eCommerce” checkbox is enabled in your Account Settings. Contact support if it remains unavailable.



Helpful Tip: Always allow time for changes to sync (5–10 minutes) after publishing updates.

Frequently Asked Questions

Note: If you don't see an answer to your question below, please reach out to our team.

Can I enable “Add to Cart” for just a few items?

Absolutely! You can enable the “Add to Cart” feature for all or just a few of your whole goods inventory.

Can I bulk-enable the functionality for my entire inventory?

Yes, you can bulk-enable all of your whole goods inventory by using the Bulk Actions menu in your Inventory Manager.

What types of items should I list with “Add to Cart”?

Typically, large items like riding mowers, snowblowers, or attachments that customers would pick up in-store.

What if a customer asks to have a “whole good” shipped?

The system is set to in-store pickup only by default. Shipping is not possible for these items. When a shopper views their online cart, they will see the inventory flagged as “In-Store Pickup Only.”

I’m concerned about buyers purchasing expensive items online. Should I limit the price?

You can set a price cap to disable the feature for higher-priced items if you prefer. It's entirely flexible based on your comfort level.

Will customers get a confirmation email when they complete their purchase?

Yes, they'll receive an order confirmation with details about in-store pickup.

How will I know when I've received an online order?

Order submissions will appear in your eCommerce dashboard. Click on the Orders tab in the main navigation menu. Here, you will see a complete list of your online orders.

If you're unsure about any steps, don't hesitate to reach out to the Dealer Spike team for help.
We're here to ensure your eCommerce site runs smoothly.