

Groups

12/22/2025 3:08 pm EST

Mecka's Groups feature lets you segment customers and apply specific pricing rules to each segment.

This helps streamline pricing management for multiple customers without having to manually set prices for each one.

Groups are created two ways:

1. By you selecting which of your current customers you want to put in a group
2. By creating a group and then sending a link to new customers so that they can add themselves

Example: Customers who buy in large volumes might be assigned to a **Wholesale 12%** group, while new customers might go into **Wholesale 10%**.

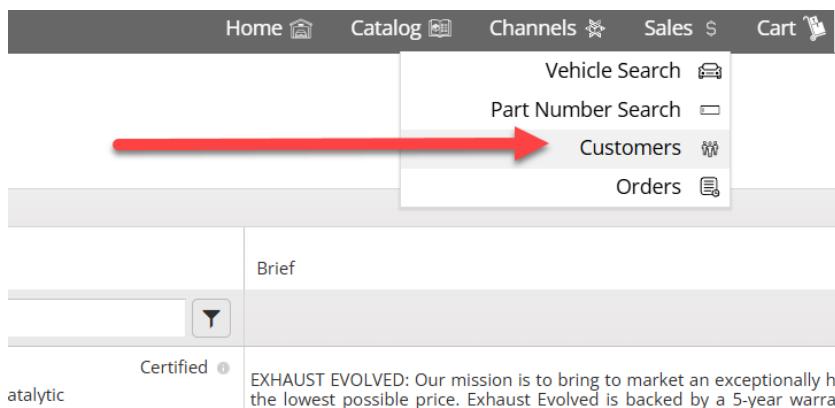
Groups is a feature only in the B2B section of Mecka currently. Only companies can be added to a group and not individuals.

Set the Price Sheet

Before you can assign customers to a group, you will need to create the Price Sheet that you will want to ultimately use.

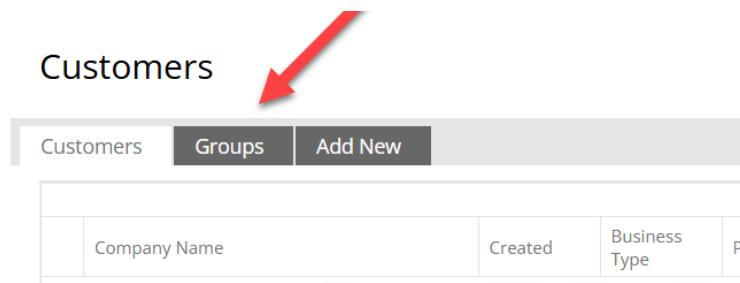
Assign Customers

Once your Price Sheet is in place, hover your mouse over the Sales drop-down menu at the top of Mecka and select Customers.



The Customers page will appear.

Click on the tab named Groups.



This will open up the Groups page.

Customers

Customers Groups Add New

Add Customer Group

Group Name *

Add New Clear

Customer Groups

Group Name	Members
Wholesale Canada	12547139 Canada Inc., Accessory Mods Performance Inc., AMP Motorsports, Anderawesomeson, Auto Allemag sales, bswarbrick, Buddies Performance Inc., Budget Brake & Muffler, Budget Brake & Muffler Auto Centres, Car Carquest Auto Parts Stratford, Derek, Dix Performance North Ltd., F.Choquette & fils inc, Hamilton's Garage, Ho L'Auto Parfait, Max Flow Inc, McLaughlin Auto Parts (MCLAP), Medicine Hat Nissan, Medicine Hat Toyota, O'Lear Piece of Cake LTD, Sapient Capital Partners, Sport and Classic Car Co., Stadrlil, Street Race Performance, Superi ENTERPRISES, Teknotik, The 12 Volt Guy, The Maxion Group, The Muff Shop, The Vehicle Breakers Inc, Totem Pi Auto Parts & Accessories, Vortex-Performance Inc., Xilmotorsports, Zib Enterprises LLC
Wholesale USA	A-1 Automotive, ENZOS AUTOMOTIVE, EZ TECHNOLOGIES LLC, Grand Financial Inc, Kaerus Enterprises LLC, Min Monro, Inc., MPG M Gruszka J Gruszka SP J, NES, Platinum, Premier Brands Superstore LLC, Reeds automotive, S Enterprises LLC

You will see:

- A field to add a new Customer Group
- A list of existing groups with the customers assigned to each group.

Create a New Group

Enter the name of a group (e.g., *Wholesale 10%, *Wholesale 12%, *Preferred Customers*).

Click **Add New**.

The newly created group will appear in the Customer Groups window.

Click on the Edit Pencil next to your new group.

Choose which of your current customers that you want to add to this group. Click on the single arrow to assign them to the group.

Note: If you want to have all customers then click on the double-arrow.

Now click on Price Assignments and you

Selecti

3. Define the pricing rules for the group:

- * Add brands and their associated prices or discounts.
- * These prices will apply to all customers in the group unless overridden.

Step 3: Assign Customers to a Group

1. Select the group you created.

2. Add customers to the group from your customer list.

3. Behavior:

- * If a customer already has a price for a brand, that price **will not be replaced** by the group price unless you choose to override.
- * If the customer does not have a price for a brand, the group price will be added.

Step 4: Override Existing Prices (Optional)

- * To replace all existing prices for customers in the group with the group's pricing:
 1. Check the **Override Existing Prices** box.
 2. This action will apply the group pricing to all customers, replacing any previous assignments.
 3. The override action is logged for auditing purposes, so you can track who made the change.

Step 5: Unassign Customers

- * If you remove a customer from a group:
 - * Their existing price sheets remain unchanged.
 - * No automatic rollback occurs.

Step 6: Share Group Sign-Up Links

- * When you create a group, Mecka automatically generates a **preferred link**:
 1. Copy the link and share it with potential customers.
 2. When they sign up using this link:
 - * They complete a one-step registration (company info only).
 - * They are automatically assigned to the group and inherit its pricing.
- * Use cases:
 - * Create event-specific groups (e.g., *SEMA Pricing Group*) and share the link for promotional discounts.

Important Notes

- * Currently, Groups are available for **B2B customers only**. B2C functionality is planned for future updates.
- * All actions (such as overrides) are recorded for auditing and accountability.



The screenshot shows a user interface for managing groups. At the top, there is a text input field labeled "Group Name *". Below it, the text "Wholesale Canada" is entered. At the bottom of the interface, there is a horizontal navigation bar with three buttons: "Customers", "Price Assignments", and "Preferred B2B Customer Link". The "Preferred B2B Customer Link" button is highlighted with a dark background and white text.

- Summary: Added GroupCode to EntityGroup and implemented generation of preferred-account signup links that auto-assign signing-up companies to a customer group via EntityRelationship.



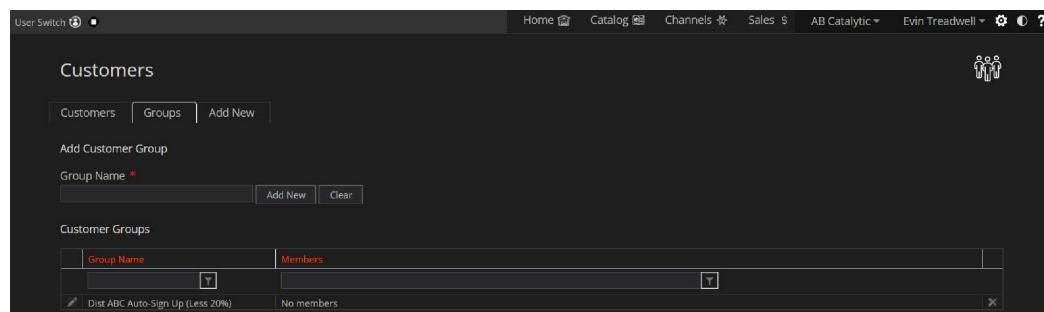
Share this link with potential customers to automatically enroll them in this group

A few months ago, you had asked if Mecka had the ability to have a customer have a link so that the link could be shared to distributors who would share on behalf for you where customers could sign up on their own and automatically be assigned a defined price.

I'm happy to announce that that feature has been built now.

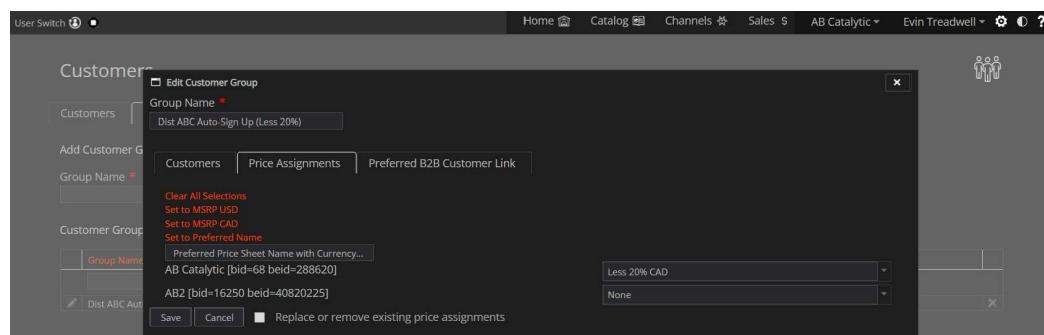
You can find it on the Customers page.

I've gone ahead and pre-created an example group for you to access the feature:



<https://out100k.Office.com/mail/inbox/id/AAQkAGMOZjliNTUzLT15YTgtNDNkMi1hOGY3LTJIYTFiZjk5ZDM5NgAQAOXYZr55%2BuVAujhNm>

I've assigned less 20% as a default for people who get assigned to the group



If customers already have a price and you add them to the group, it won't replace what's shared to the customer unless you check the 'Replace' or 'Remove existing price assignments' checkboxes. This way, customers can be part of groups but be shared a specific price (aka, the good cousin is part of group but gets a bigger discount 'cause he's good).

On the third tab is the unique link that will bring customers to a sign-up page where when they complete, they'll automatically inherit the price sheets for the brands in the current group:

Group Name *

Dist ABC Auto-Sign Up (Less 20%)

Customers | Price Assignments | Preferred B2B Customer Link

Preferred B2B Customer Link

Share this link with potential customers to automatically enroll them in this group

<https://localhost/signup/4c0aca050675412586bb70acb19ea004>

Note that if you're looking to kick the tires and test, you'll need to do it from another browser/private session as Mecka knows you are an employee of AB and won't allow you to sign up for AB.

<https://outlook.Office.com/mail/inbox/id/AAQkAGMOZjliNTUzLT15YTgtNDNkMi1hOGY3LTJYTFiZjk5ZDM5NgAQAOXYZr55%2BuVAujhNmVOBgms%3...>

The screenshot shows a web browser window with the URL <https://localhost/signup/4c0aca050675412586bb70acb19ea004>. The page is titled "Sign up" and is part of the "Mecka® account" section. It is a "Personal profile" form. The fields include:

- Name ***: First and Last name input fields.
- Gender**: Male, Female, Not Specified radio buttons.
- Default Language**: English dropdown.
- Login Email**: Input field.
- Create a password**: Input field with a note: "6-character minimum; Must contain 1 upper-case, 1 lower-case and 1 number".
- Confirm Password**: Input field.
- Company Information** section:
 - Tell us about your company**: "What is your company's legal name? *". Input field.
 - If you operate under a different "doing business as" name, enter it below.**: Input field with a note: "Leave empty if legal name is your business name".
 - What's your business number?**: Input field.
 - What best describes your company's role in the supply-chain? ***: Input field with a dropdown arrow.

This is a completely new screen which combines Personal and Company whereas the original flow for inviting customers was that the customer could just be a person or a company.

Let me know if you have any questions!