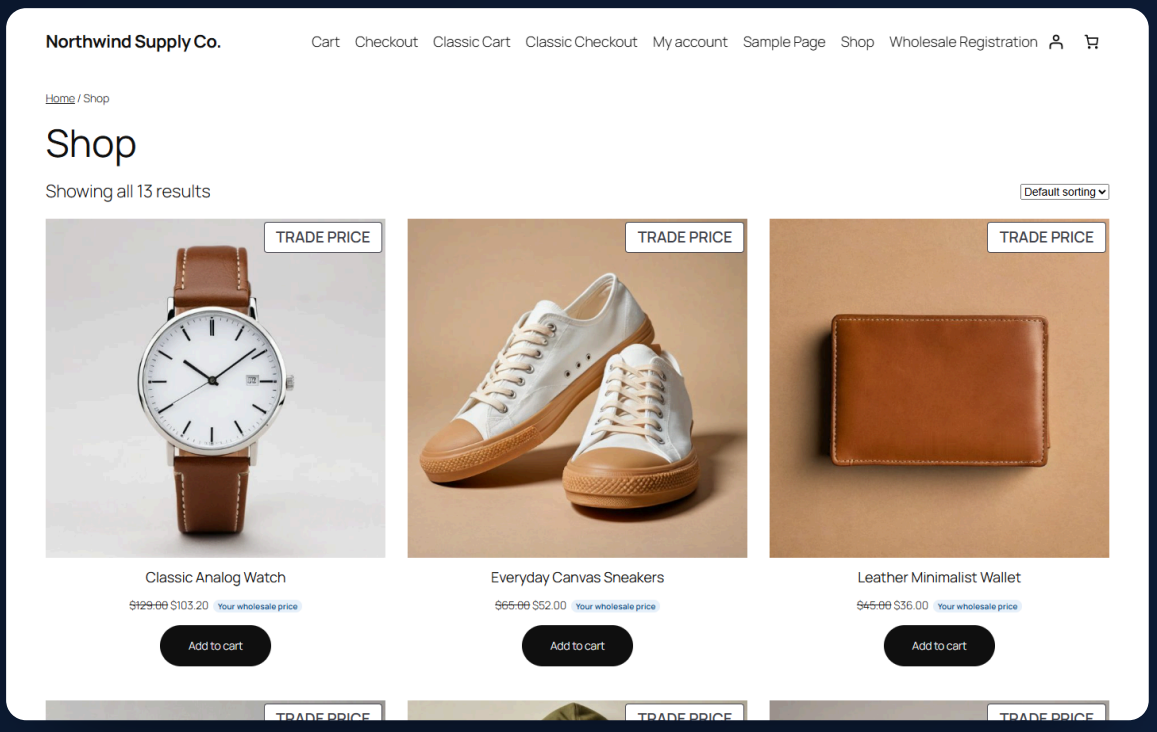
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WOOCOMMERCE PLUGIN · USER GUIDE

TradeTier — Wholesale & B2B Pricing for WooCommerce

Version 1.0.0 · Installation, licence activation, every setting explained, FAQ and troubleshooting.



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TradeTier — Wholesale & B2B Pricing for WooCommerce: user guide

TradeTier lets one WooCommerce store sell to the public at retail prices and to approved trade customers at wholesale prices. A trade customer is simply a WordPress user with a wholesale role. When they are logged in, every price WooCommerce reads for them — shop, product page, product blocks, classic cart and checkout, the Cart and Checkout blocks (Store API) and the order — is their wholesale price. Your retail prices are never changed.

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1. Installation

1. Download the Free or Pro zip from your Code Craft account (or install the Free version from WordPress.org).
2. In WordPress go to **Plugins** → **Add New** → **Upload Plugin**, choose the zip, click **Install Now**, then **Activate**.
3. WooCommerce 8.9 or newer must be active. WordPress 6.4+ and PHP 7.4+ are required.
4. On activation TradeTier creates the **Wholesale Customer** user role. Nothing else changes on your store until you add prices.

Replacing Free with Pro: deactivate and delete the Free plugin (your settings stay unless you ticked "Delete all plugin data"), then upload the Pro zip. Both use the folder `tradetier`.

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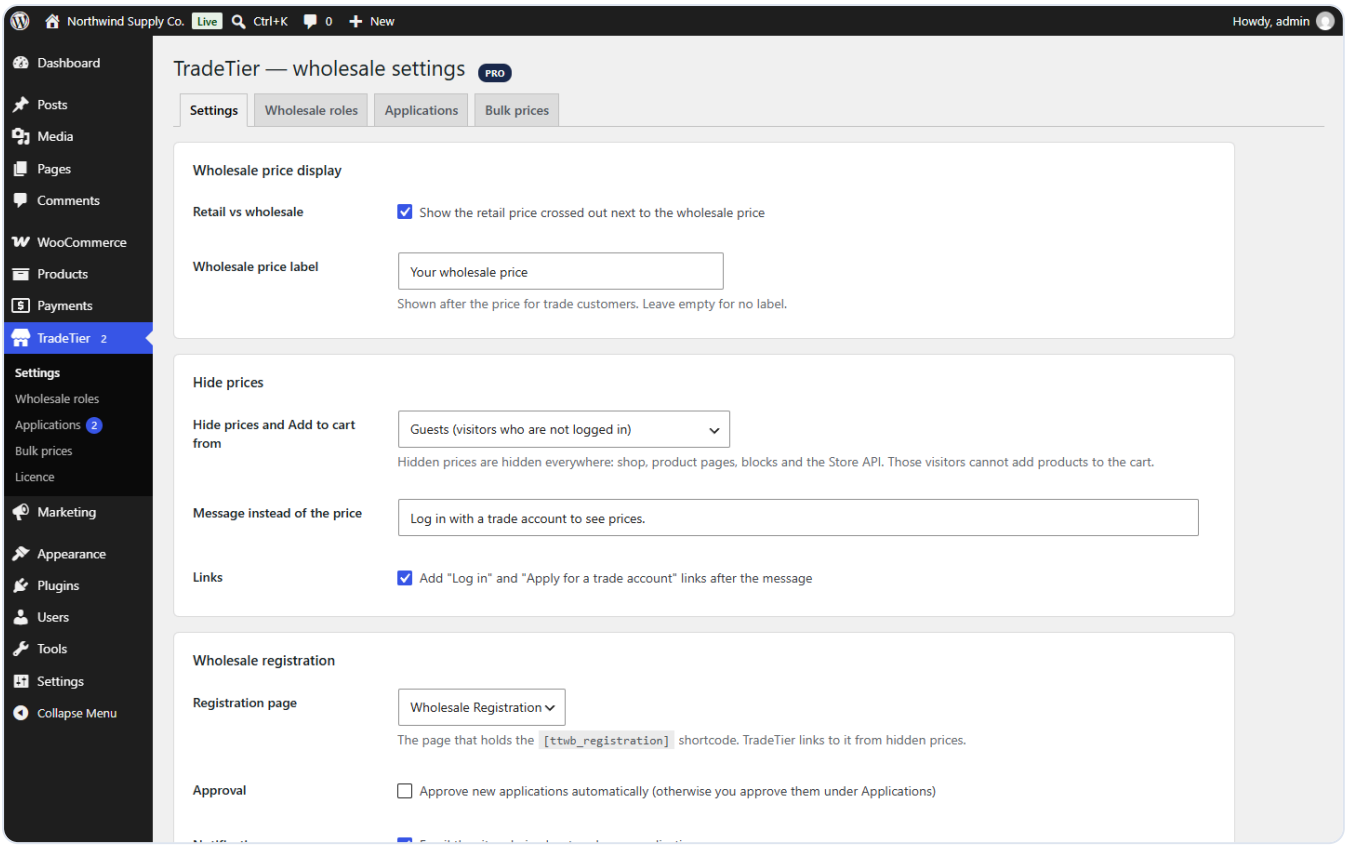
2. Licence activation (Pro)

1. Open **TradeTier** → **Licence**.
2. Paste the key from your purchase email and click **Activate**. A licence works on one live domain.
3. Monthly and yearly keys: three days before a key ends you see a notice. When it ends, Pro features pause (see section 11) and come back after renewal — click **I have paid — check again**. Lifetime keys do not end.

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3. Settings (TradeTier → Settings)

Screenshot:



Wholesale price display

- *Retail vs wholesale* — show the retail price crossed out next to the wholesale price (on by default).
- *Wholesale price label* — a small badge after the price, "Your wholesale price" by default. Leave it empty for no label.

Hide prices

- *Hide prices and Add to cart from* — **Nobody**, **Guests** (visitors who are not logged in) or **Everyone without a trade account** (a trade-only store). Hidden prices are hidden on every page and in product blocks, and the Store API returns no price and refuses add-to-cart for those visitors.
- *Message instead of the price* — e.g. "Log in with a trade account to see prices."
- *Links* — add "Log in" and "Apply for a trade account" links after the message.

Wholesale registration

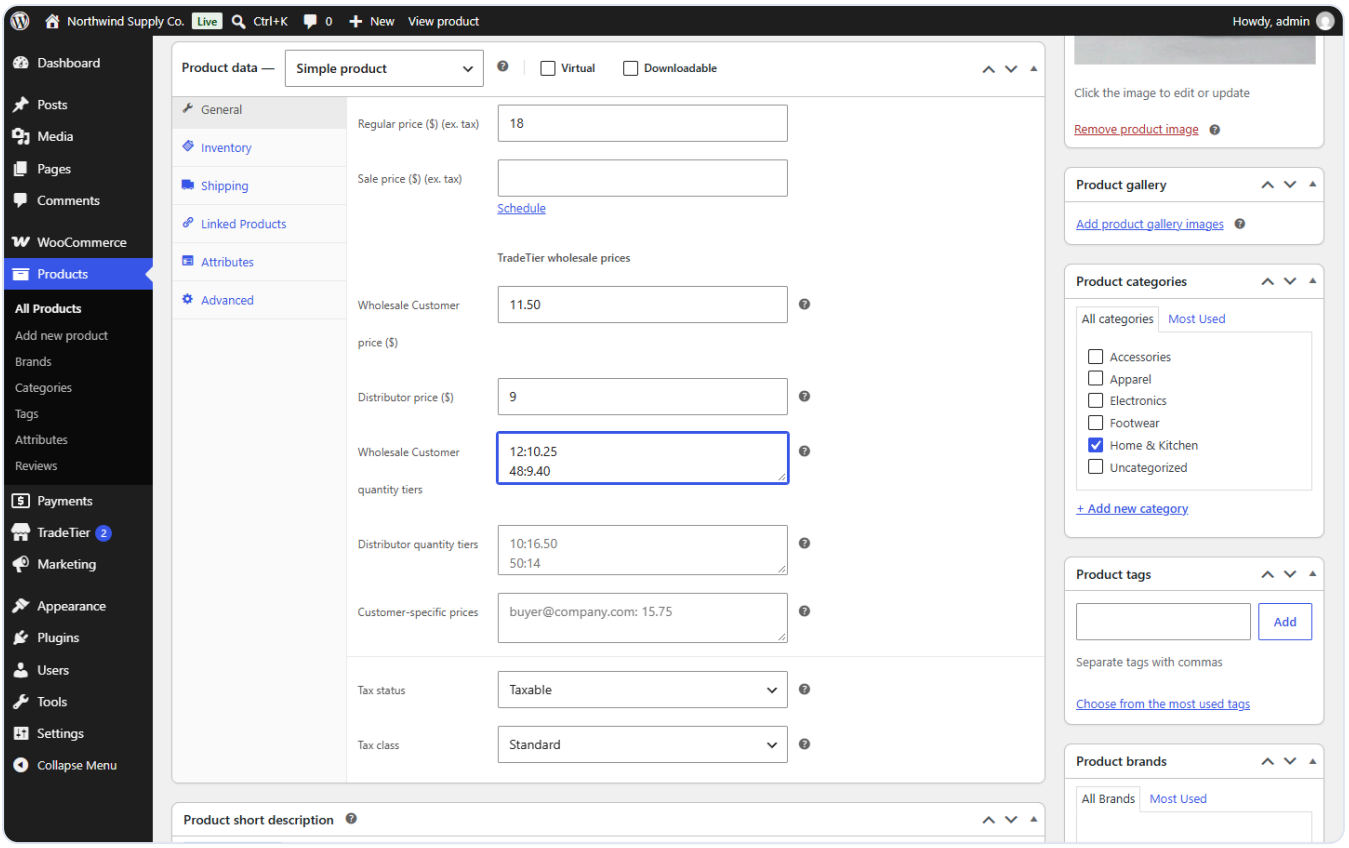
- *Registration page* — the page that holds the `[ttwb_registration]` shortcode. If you have none, click **Create a "Wholesale Registration" page for me**.
- *Approval* — approve new applications automatically, or (default) wait for you under Applications.
- *Notifications* — email the site admin about each new application.

Data — "Delete all plugin data when the plugin is deleted". Off by default.

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4. Wholesale prices on products

Screenshot:



Edit a product. Under **General**, below the regular and sale price, the **TradeTier wholesale prices** box has one price field per wholesale role (Free: Wholesale Customer only).

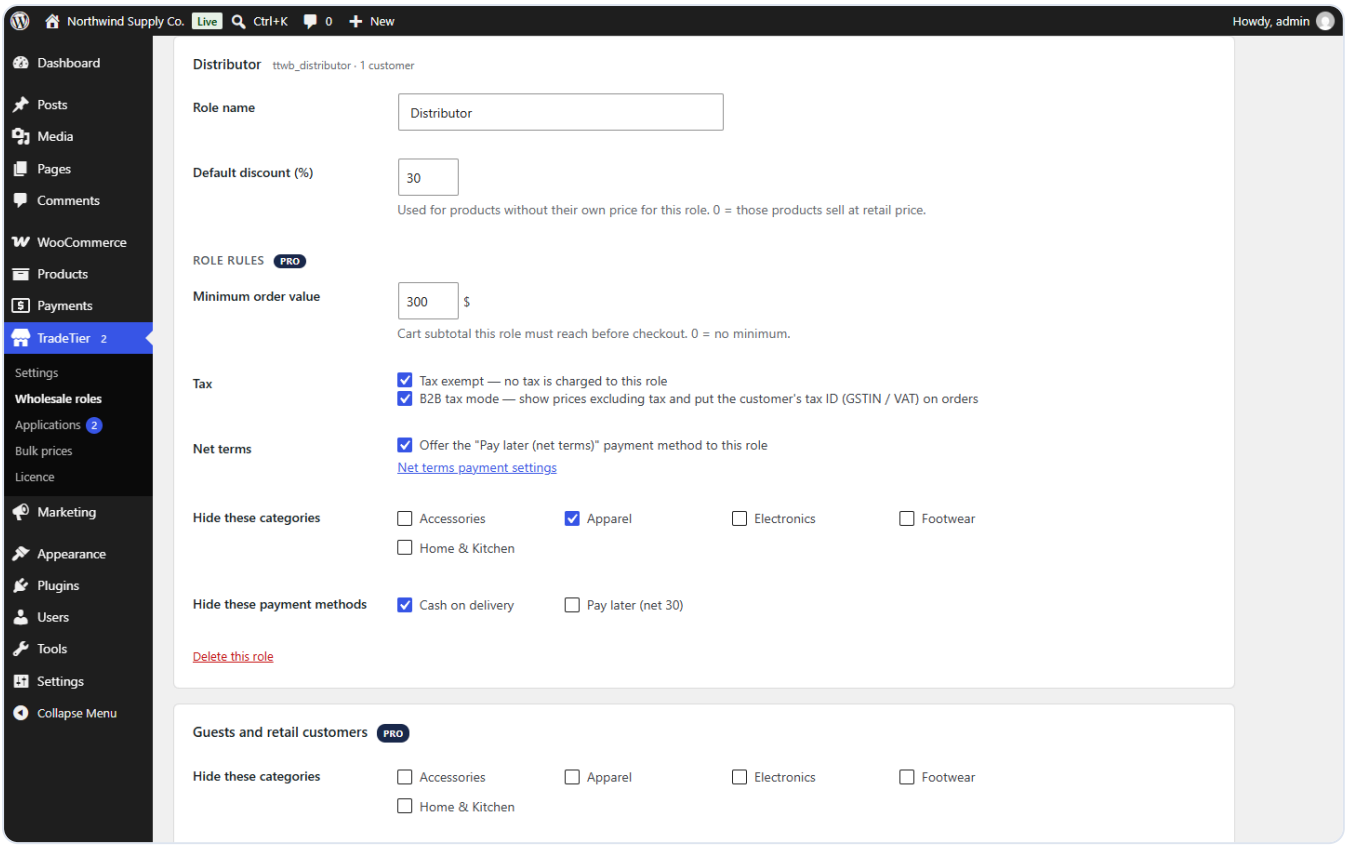
- Fill in a price to charge that role this price.
- Leave it empty to use the role's *default discount* (a % off the retail price), or the retail price when the discount is 0.
- Variable products: each variation has its own wholesale price fields inside the variation.
- Pro: **quantity tiers** per role, one per line as `quantity:price`, e.g. `12:10.25` and `48:9.40`. From that quantity in the cart, every unit costs the tier price. A *Volume pricing* table shows on the product page for that role.
- Pro: **customer-specific prices**, one per line as `email: price`. That customer always pays this price for this product, whatever their role.
- Pro: **TradeTier visibility** (Advanced tab) — Everyone, Trade customers only, or Retail customers and guests only.

The retail price is what WooCommerce stores as the product's price (the sale price if a sale is running). The wholesale price never goes into the regular or sale price fields.

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5. Wholesale roles (TradeTier → Wholesale roles)

Screenshot:



Each role is a WordPress user role with the same permissions as a WooCommerce customer.

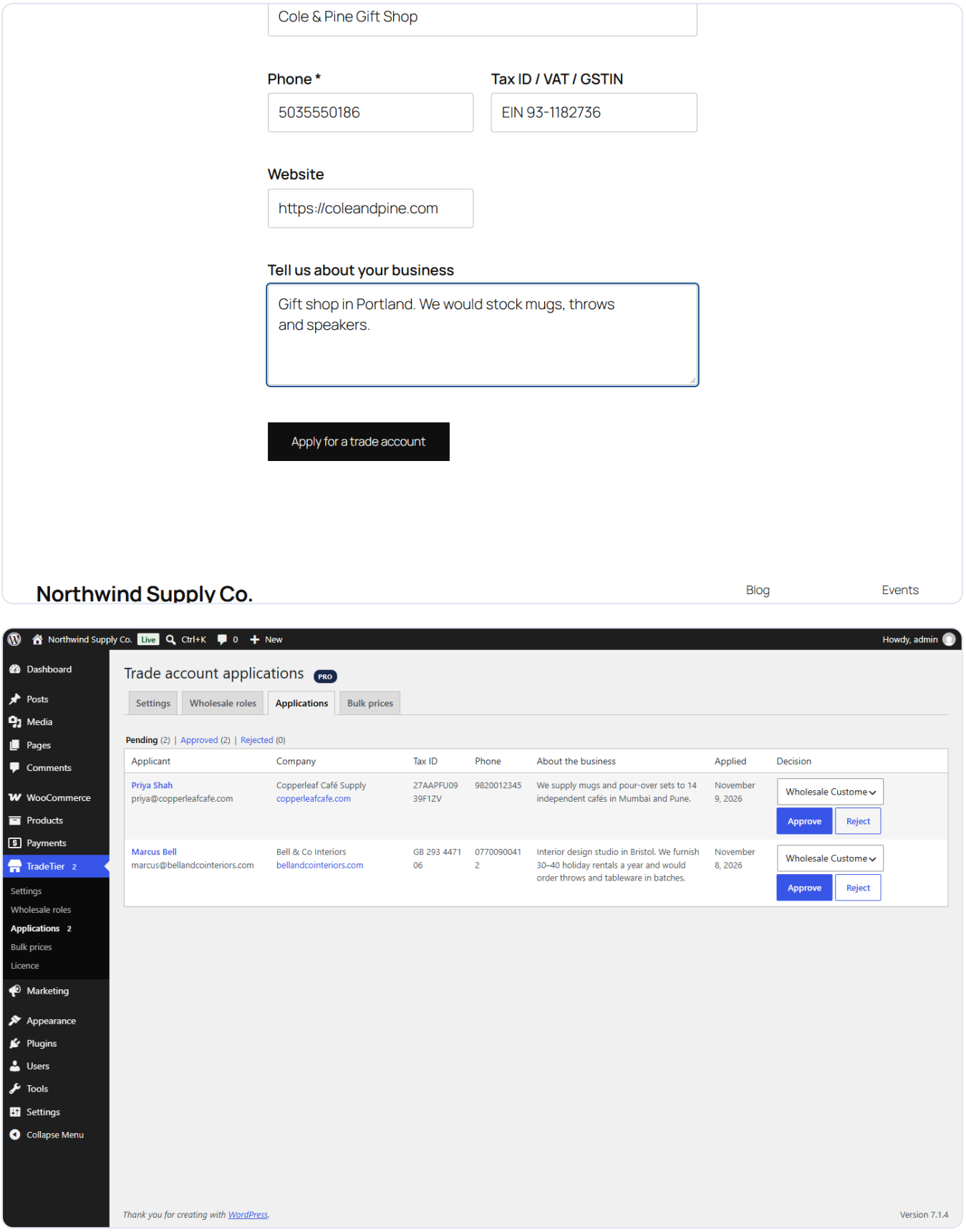
- *Role name* and *Default discount (%)* — available in Free for the Wholesale Customer role.
- Pro: **Add a wholesale role** (e.g. Distributor). Each role has its own prices on every product.
- Pro **role rules**:
  - *Minimum order value* — the cart subtotal this role must reach. Below it the classic cart, the classic checkout and the block checkout show "Trade orders need a minimum subtotal of …" and the order cannot be placed.
  - *Tax exempt* — no tax is charged to this role (WooCommerce's VAT-exempt customer flag).
  - *B2B tax mode* — prices shown excluding tax to this role, and the customer's tax ID (from their application or user profile) is saved on the order, shown in the order screen, order emails, thank-you page and My Account.
  - *Net terms* — offer the "Pay later (net terms)" payment method to this role.
  - *Hide these categories* / *Hide these payment methods* for this role.
- Pro: **Guests and retail customers** — hide categories or payment methods from everyone without a trade role.

Giving a customer a role: approve their application (section 6), or edit the user under **Users** and pick the role.

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6. Registration and applications

Screenshots: ,



The `[ttwb_registration]` form asks for first and last name, business email, company, phone, tax ID, website and a short note. A spam honeypot field is hidden from people. Logged-in customers only fill in the business fields.

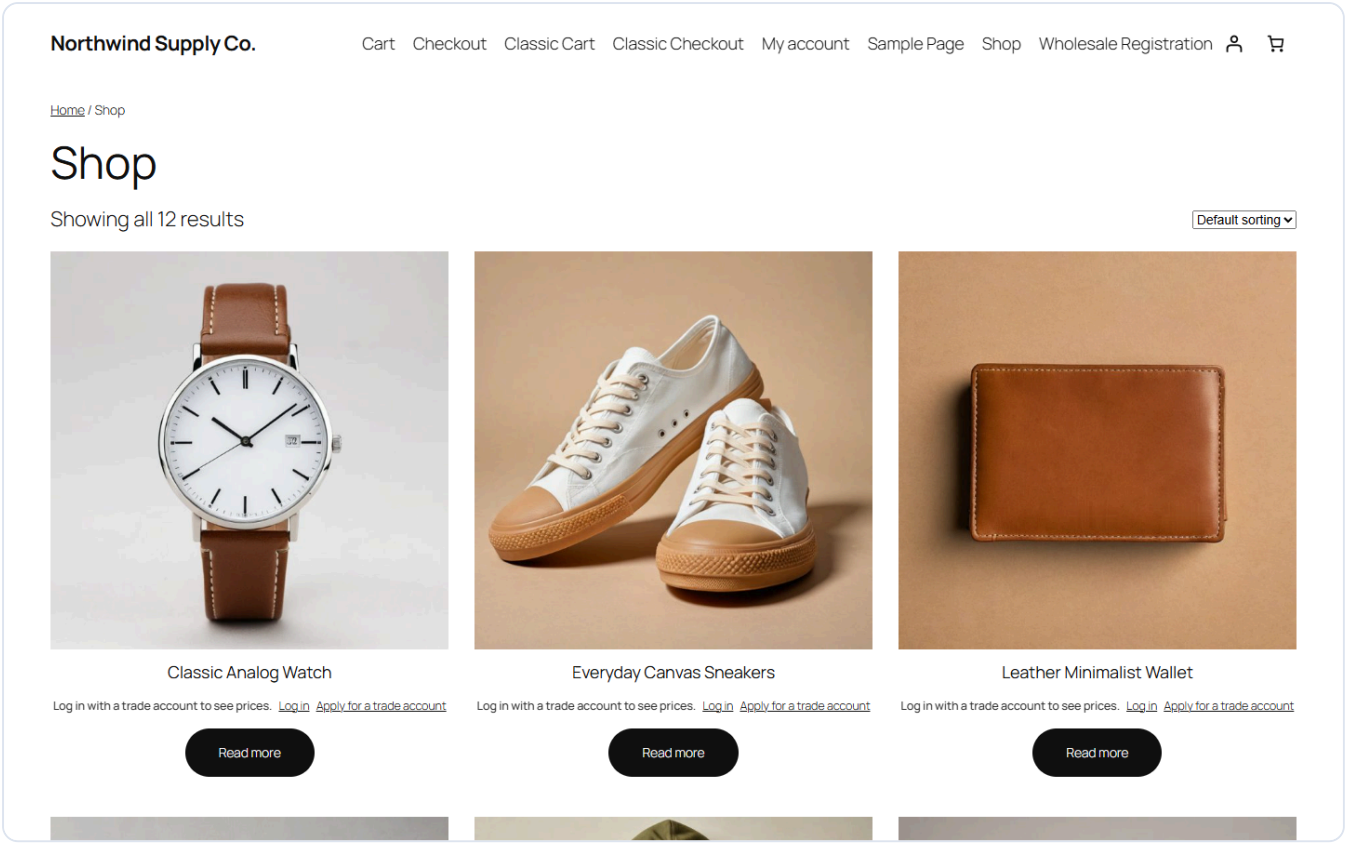
- New visitors get a customer account (WordPress sends them a set-password link) with application status *pending*.

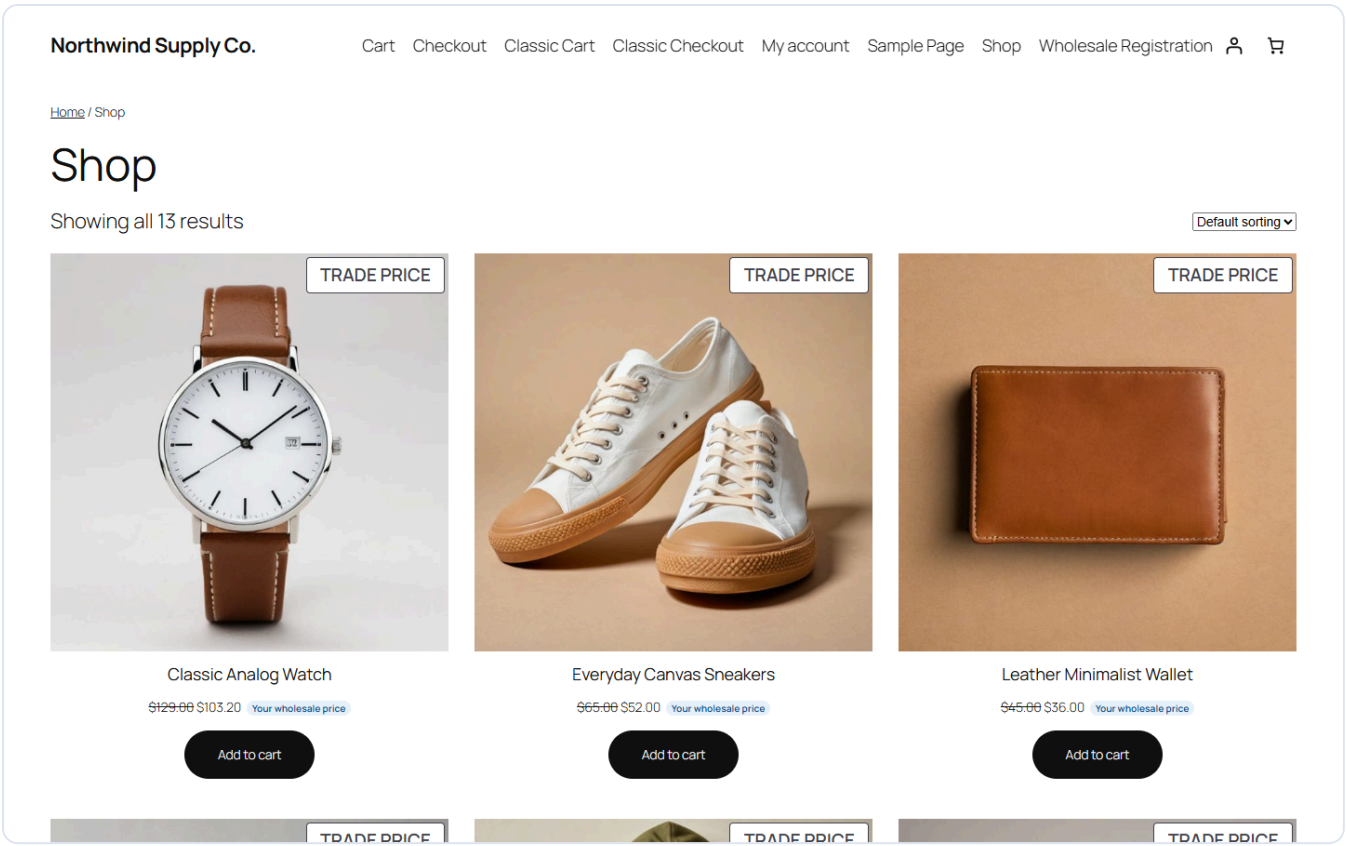
- **TradeTier → Applications** lists pending, approved and rejected applications. Choose a role and click **Approve**, or **Reject**. The applicant is emailed either way.
- With auto-approve on, applicants get the Wholesale Customer role straight away.

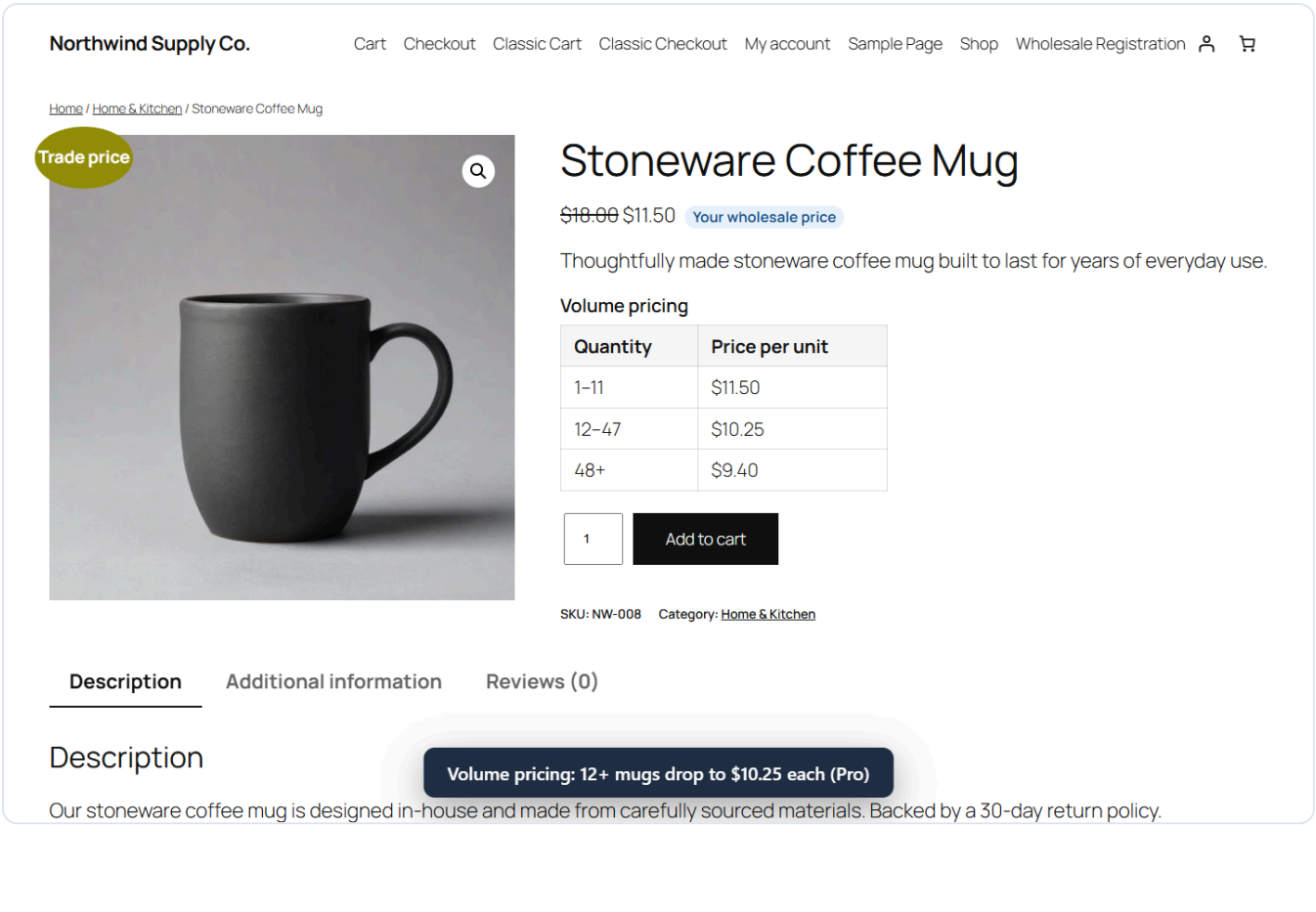
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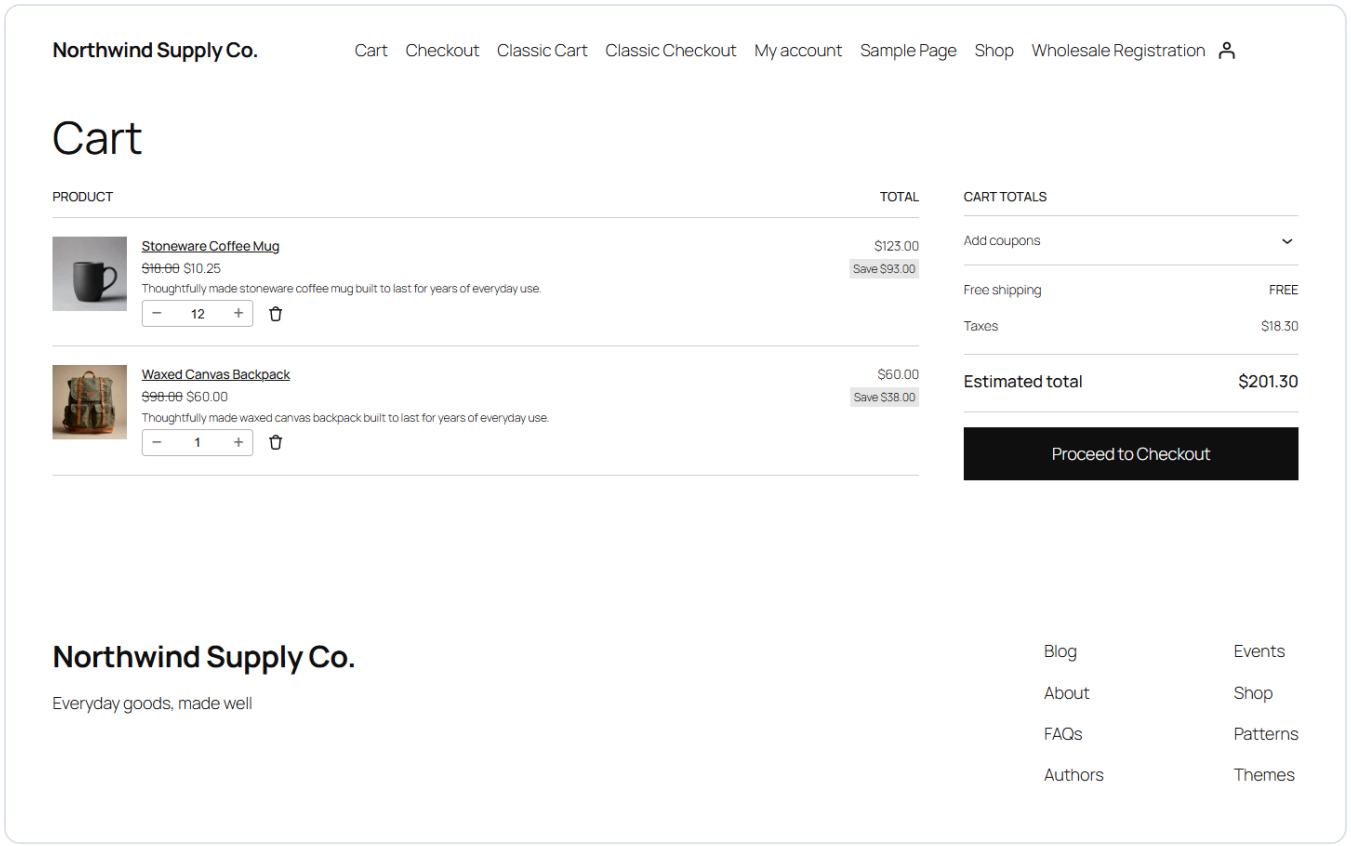
7. What shoppers see

Screenshots: , , ,




Northwind Supply Co.
Cart Checkout Classic Cart Classic Checkout My account Sample Page Shop Wholesale Registration
Home / Shop
Shop
Showing all 13 results
Default sorting
TRADE PRICE
Classic Analog Watch
$129.00 $103.20 Your wholesale price
Add to cart
TRADE PRICE
Everyday Canvas Sneakers
$65.00 $52.00 Your wholesale price
Add to cart
TRADE PRICE
Leather Minimalist Wallet
$45.00 $36.00 Your wholesale price
Add to cart


Northwind Supply Co.
Cart Checkout Classic Cart Classic Checkout My account Sample Page Shop Wholesale Registration
Home / Home & Kitchen / Stoneware Coffee Mug
Trade price
Stoneware Coffee Mug
$18.00 $11.50 Your wholesale price
Thoughtfully made stoneware coffee mug built to last for years of everyday use.
Volume pricing
Quantity
Price per unit
1–11
$11.50
12–47
$10.25
48+
$9.40
1
Add to cart
SKU: NW-008 Category: Home & Kitchen
Description
Additional information
Reviews (0)
Description
Volume pricing: 12+ mugs drop to $10.25 each (Pro)
Our stoneware coffee mug is designed in-house and made from carefully sourced materials. Backed by a 30-day return policy.

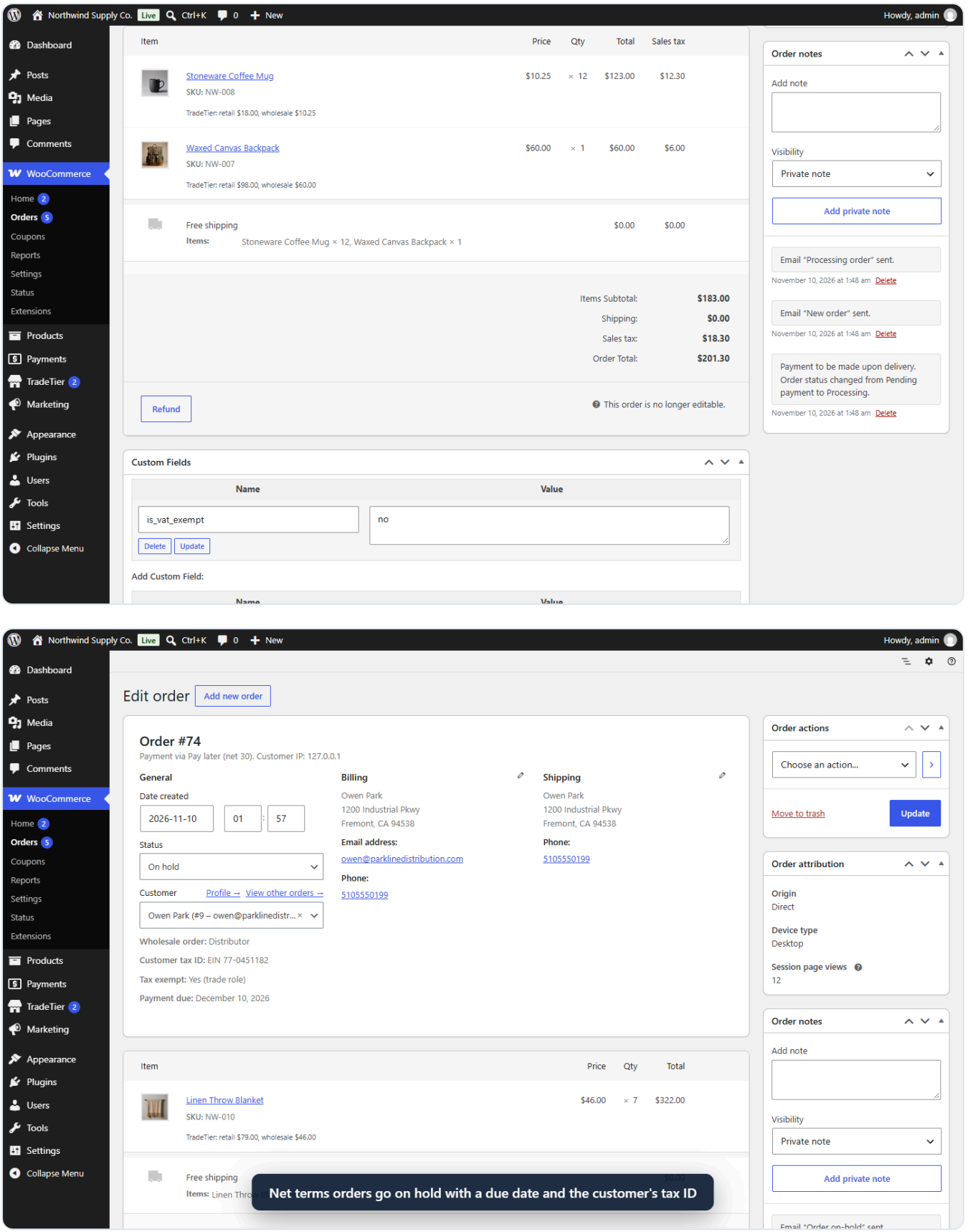


- **Guests / retail customers**: retail prices, or the hidden-price message if you chose to hide prices.
- **Trade customers**: retail price crossed out, wholesale price, the label, and the "Trade price" badge instead of "Sale!".
- Cart and checkout (block and classic) charge the wholesale price; the Cart block shows the saving per line.

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8. Orders

Screenshots: ,



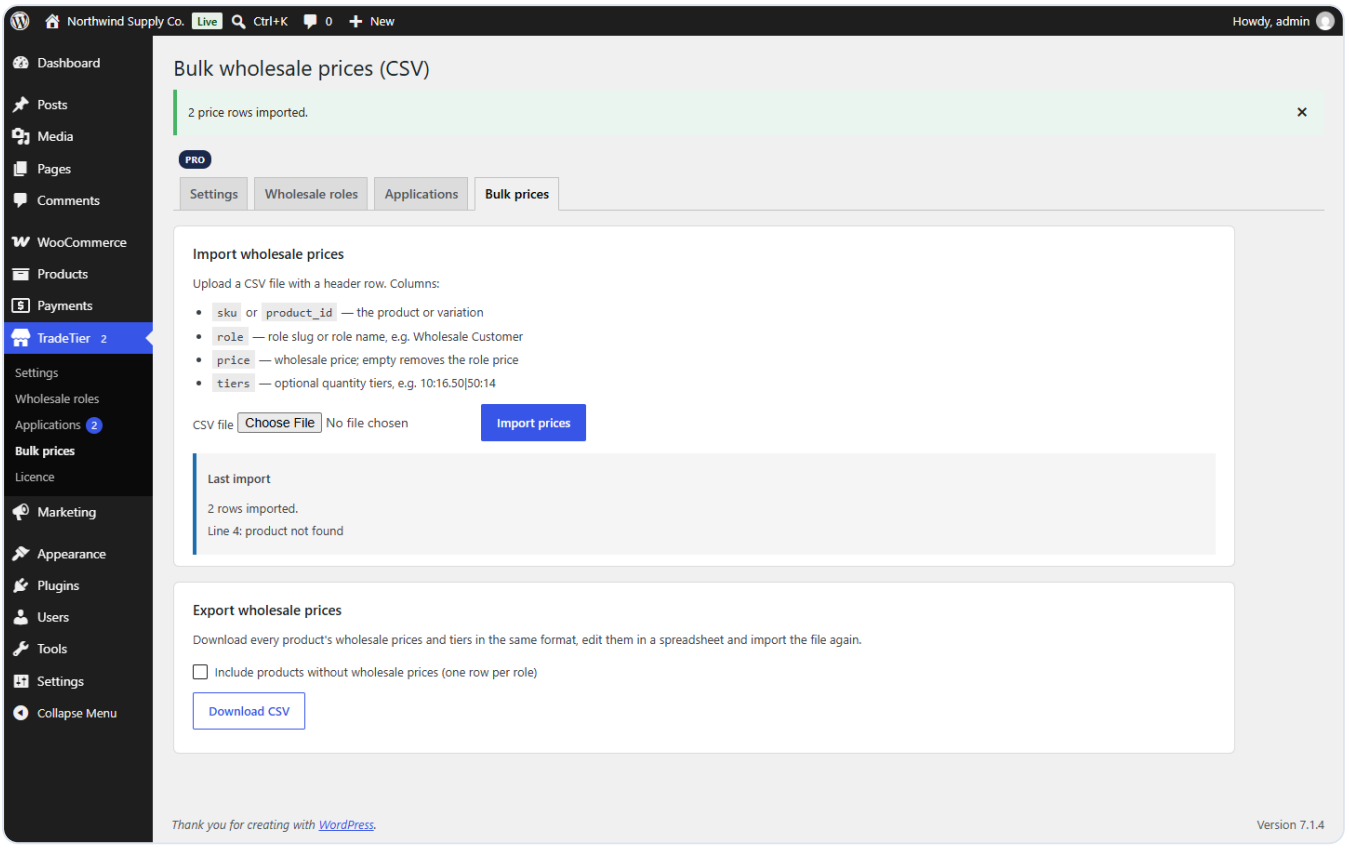
Every order placed by a trade customer gets a **Wholesale order:** line in the order screen, and each line shows "TradeTier: retail $x, wholesale $y". Orders are stored with WooCommerce's order functions and work with High-Performance Order Storage.

9. Net terms (Pro)

1. Go to **WooCommerce → Settings → Payments → Pay later (net terms)**, enable it and set the title, description and the number of days (30 by default).
2. Tick *Net terms* on the roles that may use it.
3. Those customers see the method on the classic and block checkout. The order is put **on hold** with a "Payment due" date and an order note. No money moves through the plugin — you send your invoice as usual.

10. Bulk prices (Pro)

Screenshot:



TradeTier → Bulk prices imports a CSV file (up to 2 MB) with a header row:

```
sku,role,price,tiers
NW-010,Wholesale Customer,49.00,4:46|12:43
NW-005,ttwb_wholesale_customer,31.50,
```

- `sku` or `product_id` — a simple product or a variation (variable parents are skipped).
- `role` — role slug or role name.
- `price` — the wholesale price; empty removes it.
- `tiers` — optional, `quantity:price` separated by `|`.

Problems are listed per line (e.g. "Line 4: product not found"). **Download CSV** exports the same format with the product name and retail price, ready to edit and import again.

11. When a Pro licence ends

Pro switches off cleanly: extra roles are treated as retail customers, tiers, customer prices, hiding rules, tax rules, the minimum order, net terms and the import screen pause. The Wholesale Customer role and its prices keep working (they are Free features). Nothing is deleted — renew and everything comes back.

12. FAQ

Does it work with the Cart and Checkout blocks? Yes — the wholesale price comes from WooCommerce's own product price, which the Store API reads.

Do I need to change my retail prices? No. TradeTier never writes to the regular or sale price.

Can admins create wholesale orders in wp-admin? Not yet. Orders created by hand use the prices you type.

Does it slow the shop? Prices are worked out from product meta that WooCommerce already loads; variation price ranges are cached per role.

Hooks for developers: `ttwb_price` (final price), `ttwb_user_role`, `ttwb_hide_prices`, `ttwb_registration_fields`, `ttwb_application_approved`, `ttwb_wholesale_order`.

13. Troubleshooting

- *A trade customer sees retail prices* — check the user really has the role (Users → Edit), that they are logged in, and that the product has a wholesale price or the role has a default discount. Pro roles need an active licence.
- *A page cache shows the wrong prices* — exclude logged-in users from page caching (most cache plugins do this by default).
- *Pay later is missing* — enable it under WooCommerce → Settings → Payments and tick Net terms on the role.
- *Registration form does nothing* — the page must contain the `[ttwb_registration]` shortcode; page builders must output shortcodes.