

Choosing a Value-Added Reseller

5 Tips for Choosing a Value-Added Reseller

This article offers five tips for getting the most benefit by your VAR experience.

1. Be cautious with the One-Stop Value-Added Reseller Shop

Value-Added Resellers could provide compelling business opportunities by representing and selling your product or solution but most likely require advanced knowledge and basic understanding in various areas. These include for instance: technology background which requires training the VAR's personnel, planning marketing activities, managing customer relationship management (CRM) knowledge and willingness to manage periodic awareness programs, promotions or campaigns, sales and technical support, just to name a few. Be aware of any VAR who claims to pass on ALL of these areas, as they are probably not being straightforward.

2. Look into Staffing

Numerous VAR's promote and try to dazzle by the "size" of their affiliation. Understand what the impact on your business will be if their product specialist leaves, who will take over, how does it impact on your deadlines? Regardless of the probability that you need to pay a higher rate, find your VAR's top sellers and do what you can to get them on your product. With their skills and knowledge, you will see that it pays off as they get much better results.

3. Nurture the Relationship

Investing in the VAR's best savvy is a valuable expenditure. Moreover you may need to gain the individual enthusiasm of top level executives for the prioritizing of your products above other vendors. Therefore reassure the VAR that you are investing in a long-term relationship, offering incentives as success grows.

4. Ask for References

Almost all VAR's are willing to accommodate you with references. Set up a meeting with several references without the VAR's presence, and ensure to ask about the VAR's selling process, meeting deadlines, providing customer support, how the VAR handles certain challenges. Make sure that you speak with both well-established references and those that are in the underlying 12-18 months of use. This will contribute to a better comprehension.

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5. Time is a give-and-take

Think upon your VAR's valuable time which he and his personnel need in order to learn and master the way your product or solution works and sell it. Proving willingness to support throughout the learning curve and sales process will set the right tone for your partnership which will show fruits for both parties.

What services do we offer?

- Research for identifying potential distributors and resellers
- Communication and engagement with channel partners (distributors and resellers)
- Planning, managing and executing joint marketing activities including event management and execution, budget control, online and offline event promotion
- Creating a Channel Partner Program with working procedures and policies
- Producing brand awareness and promotional activities through e.g. newsletters, brochures, email campaigns
- Creating a lead generation plan, process and follow up

To learn more or set up a consultation meeting, please contact:

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