



## Authorized Reseller Program Details

**Authorized Reseller Use Only**

## **LFSB Authorized Reseller Program Details**

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### **Program Overview**

Become a LeapFrog Small Business authorized reseller and profit by selling website and on-line marketing solutions to your customers. We provide the means and the technology that enable you to build a brand new website development and on-line marketing business, or simply enhance and expand your existing capabilities.

Our authorized reseller Program allows participating resellers the opportunity to purchase LeapFrog Small Business (LFSB) products and services at discounted rates and to resell those products and services their clients on a profit-making basis. These products are designed to be sold on a subscription basis, thus providing recurring revenue opportunities for our authorized resellers.

Your discount is based on the monthly recurring revenue that is generated. Please see the Partner Levels section for more details regarding program details.

### **Typical LFSB authorized reseller**

The authorized reseller program is designed for various types of companies, including:

- Advertising/Marketing/Public Relations/Design Firms
- Web Developers/Designers
- Software Developers/System Integrators/PC-Network Administrators
- ISPs/Hosting Companies
- Advertising and Marketing Consultants
- Vertical Market Consulting Firms
- Service Companies (such as Printers, Promotional Goods Suppliers, Wholesalers, etc.)
- Independent Entrepreneurs

## The Benefits of being an authorized reseller for LeapFrog Small Business

LeapFrog Small Business offers a remarkably comprehensive suite of products including: website design and content management solutions, hosting, email permission marketing system, as well as other on-line marketing tools. When you become a LeapFrog Small Business authorized reseller you get to partner with LeapFrog Small Business and subsequently present and sell these on-line marketing solutions to your customers. You will also have the ability to set your own pricing and modify your product messaging within the limitations that LFSB has specified in your authorized reseller agreement.

As an authorized reseller, you will also receive the following:

*Quick Start Package* - This will include everything you need to demo, present, and resell our suite of on-line marketing products to your customers.

*Tech Support* - Includes direct access to a Tech Support liaison as well as on-going training through monthly e-newsletters, video on demand, webinars, and authorized reseller secure website area.

*Control Panel* – One Web-based portal to easily manage all of your accounts; access, subscription services, web applications, upgrades, billing, etc...

*Private Label Options* – With the exception of certain products\* you will have the ability to brand your control panel and products with your own logo or identity. **NOTE:** Some service offerings can only be integrated to allow for a neutral branded interface and your account manager can explain this in detail.

## Authorized Reseller Partner Levels

There are four authorized reseller partner levels and they are based on the monthly recurring revenue generated as follows:

Partner Levels	Monthly Revenue	Discount
(Level 1)	0 – \$1,999	25%
(Level 2)	\$2,000 – \$9,999	27%
(Level 3)	\$10,000 – \$24,999	30%
(Level 4)	\$25,000 – \$99,999	32%

**NOTE:** the monthly recurring revenue calculations are based on the wholesale activity paid to (LFSB). Once an authorized reseller has reached \$100,000 monthly recurring revenue stream, a custom partner plan will be open for negotiation.

## **Authorized Reseller Requirements**

- Each reseller will be required to pay a one-time system set-up fee (currently \$299) in order to resell LFSB's primary services.
- Each reseller is required to have an active "Reseller Access" hosting plan. This plan is designed to allow resellers access to all of the Sitebuilder modules for use in testing, demonstrations, or your company's own marketing efforts. This plan will be set-up during the reseller's account set-up process and the cost of set-up will be included at no additional cost. Each reseller will be responsible for the monthly recurring fee (currently \$29.95 per mo.) associated with this "Reseller Access" hosting plan.
- Each reseller has the option of offering email permission marketing plans and there is a one-time set-up fee (currently \$299) in order to resell LFSB's email permission marketing services. If a reseller opts to resell this service then they will be required to keep one PM level 1 (or higher) account active for use in testing, demonstrations, or your company's own marketing efforts.
- Each reseller will be required to complete a W-9 form and submit a copy of their reseller certificate to LFSB in order to start reselling LFSB products.
- Each reseller will be required to maintain an active merchant account and gateway that will be used by end-users for purchasing of products being resold. Each reseller will be responsible for fees associated with this merchant account and gateway.

## **System Usage Training**

*System Documentation* – Authorized resellers will have access to system user guides and instruction manuals.

*System Training* - Authorized resellers Partners will be required to complete a specific system training course in order to start using the system to resell.

## **Sales and Marketing Support**

*Product and Sales Training* – LFSB will provide a sales training curriculum that includes: best selling practices, value of permission marketing, case studies, how to use demos, etc... This sales and marketing training will be on-going training for authorized resellers through documents, podcasts, video on demand, web conferencing, seminars, and conferences.

*Available Resources* – Authorized resellers will have access to system LFSB resource links that include information regarding: new media, search optimization, permission marketing, SMB demographics, web PR tools, authorized reseller news, etc...

## **Authorized Reseller Product Display and Ordering Options**

Option (1) - LFSB authorized reseller simply uses the product ordering system provided by LFSB and associated to their reseller account to order plans / products for their clients.

Option (2) - LFSB authorized reseller builds their own storefront / product display. Once the end-user clicks to order product(s) it will hyper-link to the reseller's product ordering system provided by LFSB and associated to their reseller account.

Option (3) - LFSB implements and private-labels a "storefront website" for authorized reseller use. With this authorized reseller option the authorized reseller will have to offer all LFSB products and will only be able to change pricing and some product descriptions using their Reseller Control Panel.

## **How to Become an Authorized Reseller for LeapFrog Small Business**

To become a authorized reseller for LeapFrog Small Business, please fill out the brief "Request More Information" form located on our Website ([www.leapfrogsmallbusiness.com](http://www.leapfrogsmallbusiness.com)) and a representative will contact you. Or simply call us at (502) 213-4670.

## **Performance Incentives**

Performance incentives may be offered on a quarterly basis at LFSB's discretion and will be relative to a Reseller's authorized reseller Partner Level. These incentives will be presented to the authorized resellers via; e-newsletter, LFSB Website, and in some cases snail mail or carrier service.