



## ***Marketlink VAR Program***

### Overview:

Marketlink, the leading provider of channel development services to the high-tech industry, is focused on developing a productive channel of resellers for its clients. We are driven to establish a channel of loyal, successful resellers to enable our manufacturer clients to effectively launch new products in the United States.

The Marketlink VAR program is for a limited number of resellers who desire to participate in rewarding, well-organized product launches in Marketlink's core product categories including Networking, Security, Storage and Wireless technologies. This program is intended to accelerate the process of launching a VAR to the point of productivity, generating revenue for our clients.

### **Program Summary**

- ❖ **Standard Discount** - Marketlink resellers will receive a standard discount off the retail price of the product offered. All Marketlink VARs will receive the same discount.
- ❖ **Volume Rebate** – Marketlink will provide a quarterly rebate based on revenue with Marketlink managed product lines. The rebate program allows for a rebate of 2% of purchases of products from Marketlink participating manufacturers based on the following criteria:
  - Sales in excess of \$50,000 in a quarter
  - Active participation in Marketlink VAR Program throughout quarter to be determined by Marketlink area representative
  - Attendance at all sales kickoff and training meetings for Marketlink product lines.
  - Rebate will apply to total purchases for the quarter that sales minimum (\$50,000) is achieved
- ❖ **Terms** - Net 30 with approved credit or credit card. We will provide your credit file to our manufacturer clients with the goal of extending credit terms in time for product line kickoff.

- ❖ **Lead Registration/Protection Program** - Registering qualified leads allows the Marketlink reseller to receive an additional discount from net price after the customer has completed the purchase of the manufacturer's product. A lead needs to be entered via the Partner Portal and must be kept current every 30 days. A lead will remain active for 90 Days without approval by manufacturer. Leads must be approved by manufacturer and Marketlink to be considered a valid registered lead.
- ❖ **100% VAR Focused - Marketlink** is keenly focused on the reseller. You are our extended sales force. Marketlink will not intentionally do anything to jeopardize this relationship.
- ❖ **Dedicated support** - Marketlink resellers have access to a priority help desk that is available 8AM to 8PM EST. This along with dedicated regional sales engineers allows our partners to deliver the best support in the industry.
- ❖ **Sales Training** - Marketlink resellers have several ways that they can receive training...Teleconference, Webinar and Field Training. We offer web-based training and we will train your sales personnel regionally. Our on going educational Webinars also help in the education and sales efforts.
- ❖ **Technical Certification Program** - We offer technical training for the VARs via webinar and in person, to help you support your customers more effectively.
- ❖ **Partner Portal** - Marketlink website offers a partner portal that is secure and personalized. Via the partner portal, you are able to register leads, track and update opportunities, view technical publications and more.
- ❖ **Demo Program** - The demo program allows you to purchase the manufacturer's product one-time at a significant discount. If the product is sold within 6 months of the reseller purchase date then the warranty to the customer will be standard warranty from new date of transfer. After 6 months, the unit can be resold however, hardware warranty transfers will only be for remaining terms of the warranty contract.
- ❖ **National Coverage & Support** – Marketlink has sales and support coverage across the United States to help VARs manage and support national opportunities even if outside their geographic coverage area. We can support your customers at sales and technical levels, for both pre and post sales. Our national repair and support program allows you to offer this service to your customers and participate as a field maintenance provider if you so desire.
- ❖ **Participation in VAR council** – a select group of Marketlink VARs will be offered the opportunity to participate in the VAR council to allow input to new products, lines, opportunities, and receive awards, discounts, other privileges.

- ❖ **Jumpstart Lead Generation Program** - After signing the Marketlink VAR Agreement and participating in a training session, the VAR will provide its LIST of key end user clients that are good prospects for the product line. Marketlink will sign an NDA to protect this information as the VARs proprietary account list. Marketlink will register the end user opportunities in our Lead Registration portal under the VARs name, and telemarket the prospects on behalf of the VAR, followed up by an e-mail regarding the opportunity. We will report to you regarding the success of the campaign. VARs receive an additional discount for sales to Jumpstart prospects.
- ❖ **Web & E-marketing Services:**
  - Marketlink provides *e-blasts* to prospective databases on behalf of its VARs and manufacturer clients. Marketlink VARs will benefit from this service by receiving inbound leads from all activities.
  - As a Marketlink VAR, you will be listed on the Marketlink website and manufacturer websites (at their discretion) and receive leads and click thru's from site activity.
  - E-Commerce tool – Marketlink has a custom e-commerce application that it will insert in the VARs website for online sales
- ❖ **Website Development, Support & Hosting** – Marketlink has a web development arm that provides custom websites, lead generation solutions, hosting, search optimization and other services related to your website.
- ❖ **MSP Services** – our in-house I.T. staff is available to provide private label Managed Service Provider services through your organization. We will be your support “back end” so you can provide support services to your clients without the added expense of trained personnel, equipment, facilities.
- ❖ **Back Up and Disaster Recovery Services** – all of your clients need it, the question is how do you provide it? We can help you enter this space without a lot of investment, utilizing our remote back up and DR capabilities. Like the MSP Services, we will private label this service through your organization.
- ❖ **Discounts For Group Participation** - Marketlink has negotiated group discounts for many services including:
  - *Leasing programs* for product sales – we have a relationship with a leasing company to offer this service
  - *Purchases from participating distributors* – we are negotiating buying discounts for our members through national distributors and other suppliers
  - *Shipping discounts*

- *Configuration, Integration & implementation services* – we provide customization and configuration of solutions and appliances for your product offerings, and will ship, install and support your offerings at your request.

Please contact your local Marketlink representative for more information. Thank you.