

# So You Want to Be a Dealer?

## *Leverage the Strength of TallySoft*

Your retail clients and prospects are looking for a point of sale (POS) platform that can provide them with business intelligence, industry-leading inventory management and multichannel capabilities, as well as POS that's

**Fast. Simple. Accurate. Secure.**

TallySoft POS, designed with the art of retail in mind, delivers all this and more.

Add TallySoft POS to your line card to provide what retailers are looking for — and at the same time earn generous margins, fill your sales funnel with TallySoft leads, and create consistent cash flow with recurring revenue.

*Choose the level of participation that's right for your business:*

	Sales Certification	Installation and System Training	User Application Support	User Technical Support
Authorized	✓			
Bronze	✓	✓		
Silver	✓	✓	✓	
Gold	✓	✓	✓	✓



An authorized dealer has completed the first level of certification and is authorized to sell TallySales software. An authorized dealer does not receive marketing development funds (MDF).



A bronze dealer has completed the first and second levels of certification and is authorized to provide installation and training services to the end user. A bronze dealer receives MDF.



A silver dealer has completed the first three levels of certification and is authorized to provide user application support, installation and training to the end user. A silver dealer receives additional MDF and revenue sharing on support.



A gold dealer has completed all four levels of certification and is authorized to provide Tier 1 technical and database support, application support, installation and training to the end user. A gold dealer receives additional MDF and revenue sharing on support.

## Comparison of Dealer Program Levels:

	Authorized	Bronze	Silver	Gold
Dealer Sales Kit Rebate	✓	✓	✓	✓
Continuing Education Training from TallySoft Corporate	✓	✓	✓	✓
License Margin	30%	30%	40%	40%
Recurring Subscription Revenue Per Seat	30%	30%	40%	40%
TallySoft Dealer Support	✓	✓	✓	✓
TallySoft End-User Support	✓	✓		
Dealer End-User Support			✓	✓
Support Margin			40%	60%
TallySoft End-User Installation & Training	✓			
Dealer End-User Installation & Training		100%	100%	100%
Sales Leads		✓	✓	✓
MDF		✓	✓	✓
Support Leads				✓

## TallySoft's Commitment to Our Partners' Success

Our Dealer Program is designed to maximize your ability to close deals and build lasting relationships with your retail clients.

- TallySoft does not sell directly; we do not compete with you for sales.
- You keep any revenue from the hardware you sell. We provide a list of hardware certified for use with TallySales, or choose any hardware that meets the software requirements.
- Your dealer kit includes resources that will help you be a successful dealer: marketing materials, demo license, software manuals, and product videos. Dealers receive a rebate on the kit starting with their first sale.

## Contact TallySoft's Channel Sales Department Today!

Our team is ready to discuss how selling the TallySales software can help you reach your goals and elevate your business in your market.

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