



Countr Reseller Manifesto

We carefully consider our resellers prior to deciding to work together. Of course every scenario is different, but these are the requirements and benefits that usually apply to our reseller program. If you have a question, don't hesitate to contact us at support@countrhq.com

There are 3 different reseller levels:

Entry-Level Reseller

You resell our app off-the shelf to customers (no manual setup required from Cash), with up-sell of existing offerings (e.g., receipt customisation, report download, etc.).

Mid-Market Reseller

You resell to customers with some manual setup (e.g., multi-level logins, store, franchise management-level reporting), typically mid-size chains with 10-30 stores.

High-End Reseller

You resell (almost) fully custom implementations (e.g. white-label, many customizations), typically large chains (30+ stores)

RESELLER CRITERIA		
(Square brackets ([[]]) represent figures for [Entry level/Mid-Market/High-End] resellers)		
N	Criterion	Description
1	ENTITY	Your business is a registered corporate entity.
2	LOCATIONS	You have a registered sales outlet.
3	SUPPORT	You have a functional service centre and help desk in your sales outlet(s). You must also have a procedure in place for handling customer complaints. You have at least [0/1/2] support person/people dedicated full-time.
4	BRANDING	You promote and act as brand champion in marketing initiatives.
5	INITIATIVES	You promote CashOrCard and ensure its adoption as the brand of choice.
6	FINANCIAL CAPACITY	You can show evidence of a strong financial background, including a positive credit bureau background check.

7	PERSONNEL	<p>You have a sufficient sales and technical team for CashOrCard within your location, with the skills and experience:</p> <ul style="list-style-type: none"> - to manage sales and marketing of the Service; - to support registered end-users; - for communication in English with CashOrCard POS; - to provide second- and third-level support for customer queries & set-up. <p>You have at least [1/3/5] experienced consultant(s) on staff, each with at least 2 years' experience.</p> <p>[Applies to high-end only] All consultants receive annual sales training, as evidenced by certificates of completion.</p>
8	COMMUNICATION	<p>The CashOrCard logo is displayed on your website, at your showroom and other applicable locations.</p>
9	MARKET KNOWLEDGE	<p>You have the ability to accurately forecast future sales and identify changes in customer needs and expectations.</p>
10	GROWTH POTENTIAL	<p>You are capable of keeping pace with any anticipated growth in the local market.</p>
11	SUCCESSION PLANNING	<p>Arrangements are in place to continue partnership in case of retirement or death of reseller principal.</p>
12	OVERALL	<p>Your goals, operating philosophies and business practices mesh with those of CashOrCard. Possession of, and familiarity with, the technology are required to do business together most efficiently.</p>
13	MARKET STRATEGY & APPROACH	<p>A market strategy and plan for sales of CashOrCard that demonstrates that you will offer benefits through the provision of a service which will:</p> <ul style="list-style-type: none"> - Offer a selling proposition to the market that will maximise the sales of CashOrCard POS; - Demonstrate a promotional plan for the Service which will maximise the sales of CashOrCard POS; - Provide evidence of the potential sales levels sufficient to reasonably cover the on-going investment in the relationship between the Company and you; - Add value to the core offering by incorporating it within an overall service which is attractive to potential customers; - Knowledge of, and customer contacts in, CashOrCard market segments (including, but not limited to, Retail, HoReCa, eCommerce).
14	INTELLECTUAL PROPERTY	<p>You have the ability to apply and protect the intellectual property, including copyright, in CashOrCard POS in accordance with national and international law.</p>
15	LEGAL	<p>No current and relevant legal disputes at the time of application.</p>

16	TRACK RECORD	<ul style="list-style-type: none"> - You have a prior history of at least [15/20/25] customer implementations successfully completed, at least 3 of whom are willing to act as references. - you are able to provide at least [0/1/1] other vendor reference for whom you have distributed products in the past.
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RESELLER BENEFITS		
N	Criterion	Description
1	SUPPORT	Benefit from large deal support and technical advice during the sales process.
2	INITIATIVES	Participate in initiatives within the country(-ies) of co-operation.
3	MARKETING	Benefit from joint marketing campaigns within the country(ies) of co-operation.
4	TRAINING	Benefit from sales, product & technical trainings.
5	ADVERTISING	Benefit from online advertising on CashOrCard developer website.
6	NEW PRODUCTS	You are involved in new products launch.
7	RESOURCE CENTER	Have access to a resource center with latest CashOrCard information, customer training videos, product updates and more.
8	PRICING	Benefit from preferred pricing, in accordance with the volume of sales achieved.
9	EVENTS	Benefit from co-events, co-presentations, and co-exhibitions when required.