



132 NE 29th Street
Fort Lauderdale, FL 33334

P: 954-839-8349

E: info@GavaSystems.com

W: www.GavaSystems.com

Resellers Application

Complete and return to (954) 376-4139

Company Name: _____

Contact Person: _____ Phone: _____

Email: _____ FAX: _____

Website: _____

Address: _____

Address: _____

City: _____ State: _____ Postal Code: _____

County: _____

Reseller Tax Exempt #: _____ State of Issue: _____

Please fax a copy of you Reseller Sales Tax Exempt Certificate with this application

IRS EIN: _____

Type of Company: Corporation Sole Proprietor LLC Other: _____

Number of Sales Employees: _____ Number of locations: _____ Years in business: _____

Primary business: _____

Annual Income: _____ Primary Market: _____

The undersigned certifies that all of the information contained herein is true and correct to the best of their knowledge and belief.

Name: _____ (print)

Signature: _____ Date: _____

Please fully complete this application and fax back to: (954) 376-4139

Please review the attached Reseller Enrollment Process below

Office Use: ID: _____ Pass: _____ Acct: _____ ENT: _____ LEV: _____ NT: _____



132 NE 29th Street
Fort Lauderdale, FL 33334

P: 954-839-8349

E: info@GavaSystems.com

W: www.GavaSystems.com

The Program

Our interest is in helping your company generate revenue and offer value to your current and prospective clients with Gåva Systems™ software and technology.

Implementation Resellers (Standard and Deluxe)

Implementation Resellers (IRs) are companies or individuals who want to actively sell Gåva Software; IRs get certified, trained and supported to sell the complete suite of tools that can be sold on a project-by-project basis.

Strategic Resellers (Enterprise and White Label)

Strategic Resellers (SRs) are companies or individuals who have companion services or would like to offer Gåva Systems software in bulk, and who understand the value of the working together on projects. SRs also have the option to offer a White Label or branded versions of GåvaEL to clients.

How to Qualify

We decide together what type of Reseller program or strategy will be most beneficial for everyone concerned.

We consider:

- **Current Needs and Practices:**

What kind of track record do you have in selling gift card related products and or software? What are the typical concerns/issues you'd like to remedy? What type of projects have you focused on in the past and what kinds of projects could you focus on if you expanded your technology offering?

- **Vision for the future:**

Sales: Do you envision using Gåva Systems for just one project or for many?

Branding: Do you want to resell Gåva Software off-the-shelf or present the system as your exclusive brand?

Support: What kind of technical support might you need to sell Gåva Software or in supporting your clients?

Integration with other Software: Does your organization have a product that, if sold along with Gåva, would add value to clients?

Other:

- Annual income for your company
- Size of staff and dedicated sales staff
- Clear segment/market focus
- Quality of customer service
- Projected volume
- Commitment to aggressive business development process

How to Enroll

The following is a standard process for enrolling Resellers:

- 1) Complete Resellers Application and return to Gåva System for review
- 2) Introductory Conference Call
- 3) View Product Demo / download demo for review
- 4) Review program level and determine proper fit
- 5) Brainstorm ways to work together, come up with specific opportunities.
- 6) Sign Reseller Agreement.
- 7) Get logins for:
 - Demo software
 - Gåva Systems Resellers Site
 - Set up billing process
- 8) Certify staff – in technology and sales.

How We Support You

As a Reseller, you are entitled to a range of sales, marketing, and technical resources designed to help you succeed. Depending on the size of your company and number of times you expect to use Gåva software in a specific year, we offer packages that suit your needs.

Standard

- **Resellers Website** – A secure area of the Gåva Systems website provides access to Reseller pricing, sales tools, training documents and tutorials and issue ticketing.

- **Technical Support** – You receive 30 days of technical support FREE on the implementation of your first project. After that, standard fees apply.

- **Training** – We offer ongoing trainings in our products and sales to enhance the initial certification. These are offered via the phone, online or onsite on specific topics. Fees may apply.

Optional (Charges May apply)

- **Resellers website** – A sales and marketing site for your business, built and hosted by Gåva Systems.

- **Branding** – At your option, you can White Label GåvaEL and present the system as your own.

- **Sales and Project Support** – Direct, one-on-one support for the sales and execution phases of your specific projects, as needed.

Reseller Responsibilities

Get Certified to Use Gåva - This involves at least 1 hour of combined technical and sales training that qualifies members of your team to feel comfortable selling and implementing Gåva solutions.

Manage the Customer – Your relationship with the client remains primary. We will not interfere in that relationship and will aim to ensure that each member of your team is adequately trained and comfortable using and selling Gåva Software.

Manage the Project – We support your first sale with the assignment of an implementation manager. Advice and training on pricing, support, features, demos, and timelines is available. The objective of this process is to teach you enough to implement a project on your own into the future.

Ordering And Billing – Resellers are responsible for ordering and paying for Gåva Software up front and then for ongoing annual/monthly fees. You control the estimating, pricing and billing for your clients including monthly fees although we will help you as needed.

Project Implementation

The following is a preferred procedure for new projects. We help you on the first project, providing support with documentation, pricing and implementation. Information on aspects of billing, marketing, support and ordering can be found in the Reseller Support Site (RSS) at www.GavaSystems.com.

1. Reseller determines how the Gåva software fits client needs.
 - a. Access sales material and other supporting documents in RSS such as detailed descriptions of functionality, quote generator, etc.
 - b. Demo product onsite or online
2. Reseller conducts needs assessment to identify which Gåva products are needed and what type of enhancement or additional services may be required, if any. (*Enhancement* is defined as a change to the current Gåva software)
 - a. Partner submits Enhancements requests to Gåva for review and rough pricing estimate (if any)
3. Partner generates a quote giving client ranges for products and services.
4. Partner generates final estimate, project plan and schedule that include any estimates and schedule provided by Gåva for enhancements.
5. Client signs off and all parties receive copies.
6. Payment submitted to Gåva Systems with appropriate order form
7. Software set-up and implementation process begins.
8. A Gåva Systems implementation manager is assigned to assist Reseller with all aspects of implementation on first project.
9. Final product tested and approved by client.