

 E - Brochure



Silicon House – Business Generation and Retention

Economics Of Reselling

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What is Reselling?

Reselling in hosting terms refers to buying large space and selling them for individual or small business customers. Reselling offers higher returns when combined with proper knowledge acquisition and product / service packaging.

Typically a reseller will have master control panel wherein, he can add customers and allot control panels to his customers. In a high end of reselling, a reseller can have multiple reseller accounts and provide each for sub-resellers below him. This is referred to as Super Reselling.

Reselling is effective in Domains, Hosting, Streaming, Servers, Payment Gateways etc.

Advantages of Reselling

1. A fully brandable business for your company to serve your customers under your brand name.
2. Higher returns as it enables selling to multiple clients.
3. Components such as Quick Support Engine and iFIX allows you to spend more time on selling than servicing your clients.
4. No hassle of maintain servers 365 days a year. Less investment and higher returns
5. Introduce a host of web solutions to your customers with one stop shop from us.
6. Time tested products and services thus reducing risk
7. Get access to professional support and training systems from us.
8. Become a complete web solution provider by bundling with your other services such as web development, web marketing, SEO, web casting etc.
9. Avail our expertise in hardware requirements design, payment gateway integration, web 2.0 technology implementation thus becoming a single source for your clients.
10. Become the first on to taste upcoming technological updations like web2.0, XMAIL Trac Pro etc.

Economics Of Reselling

Reselling is generally multi-folds profitable. But this can be maximised when the selling is made more strategically than point of sale method.

Packaging

First all the hosting solutions that you sell must be packaged. Rather than asking the customer, better provide in packages of what you can offer

Bundling

Always bundle the hosting solutions with your other services such as web development, SEO services etc. This will make you as a one point sourcing for your client.

Introduce New Products / Services

As a reseller you must look to introduce new services / products based on the requirements that your customer might have in future. This will make your customer to depend on you for deciding his future upgrades etc. It also helps you in introducing new services to your customers.

Maximising Revenue Generation

As a reseller you must orient towards selling to more customers than having few high profiled customers. The product packaging must be targeted towards small and medium business. When required you must upgrade high usage customers to a corporate or semi dedicated account rather than running in your reseller account itself.

The best packaging would be to have domains, space, latest web 2.0 features bundled and provided as a one stop solution for your customers. Effectively use Quick Support Engine to provide support rather than developing your own. Thus saving time and constantly updating your support system.