



Setup a Distribution Channel that Produces Consistent Results

Impact Movies offer an easy way to help others help you. If you have experience with partners then you know that finding ones that produce results are hit and miss. It's not a matter of apathy. It's a matter of time and resources. It costs time and money to train and promote new services. Consequently, affiliates are reluctant to take on new products. And even if they do, they are not going to understand your products or make your arguments as well as you. If a customer happens to ask about a need that your company solves, you cross your fingers and hope that your partner mentions your solutions.

Video 1 → Recruit & Educate Channel Partners

This message is designed to recruit partners by explaining all the benefits of selling your solutions.

Video 2 → Give to them to Use to Sell

Make a customized Distributor Version for your partners use to help sell their customers.



Make it Easy for them to Sell

Instead of having to train all of your dealer's salespeople, merely show them the different ways that your videos can be used.

1. Making sales may be as easy as sending a nicely written email to your affiliates' contacts featuring your Impact Movie.
2. Clients reported they negotiated better terms with partners since they were offered an easier way to sell more of their services.

Sources of Potential Distributors and Affiliates

Most likely, potential sales agents will be one of the following:

1. Companies that sell different products but have the same mkt.
2. Companies that sell products of your competitors.
3. Other sources of resellers:
 - Directories & publications
 - Industry and trade websites
 - Live (and virtual) tradeshows, conferences, other events.

Recruit Better Distributors

Impact Movies can be a powerful tool to connect and educate potential partners.

- Convince companies (see above list) to become strategic partners.
- Recruit successful dealers and sales agents away from your competitors.

Better Support = Better Results

Your partners will be more successful when you provide them with better support.

- Impact Movie Sales Videos that have custom messages for Partners' contacts.
- Sales Portals that have up-to-date support materials, training programs, etc.



Our Services are used in Each Stage in your Process to Support your Affiliates

Prospect Recruit Partners	Qualify Channel Partners	Present 2 Potential Partners	Follow-up Partner Support	Close Help Partners Sell
Impact Movies <ul style="list-style-type: none"> • Explainer • Case Studies • ROI • Guided Tour Websites <ul style="list-style-type: none"> • Commerce • Micro Sites • Landing Pg's. Documents <ul style="list-style-type: none"> • Whitepapers • Email Design • Newsletters • Press Rel's. Articles <ul style="list-style-type: none"> • B2B Mags. • Digital - SEO Technology <ul style="list-style-type: none"> • CMS Dev • Software Dev. 	Impact Movies <ul style="list-style-type: none"> • Explainer • Case Studies • ROI • Guided Tour Websites <ul style="list-style-type: none"> • Commerce • Micro Sites • Landing Pg's. Documents <ul style="list-style-type: none"> • Whitepapers • Email Design • Newsletters Articles <ul style="list-style-type: none"> • B2B Mags. • Digital - SEO Consulting <ul style="list-style-type: none"> • Sales Scripts • Messaging • Booth Mgt. 	Impact Movies <ul style="list-style-type: none"> • Explainer • Case Studies • ROI • Guided Tour Presentations <ul style="list-style-type: none"> • PowerPoints • Webinars Documents <ul style="list-style-type: none"> • Whitepapers • Email Design • Newsletters • Press Rel's. Messaging <ul style="list-style-type: none"> • Brochures • Slick Sheets • Graphics Giveaways <ul style="list-style-type: none"> • Custom Books • Journals 	Impact Movies <ul style="list-style-type: none"> • Explainer • Case Studies • ROI • Guided Tour Websites <ul style="list-style-type: none"> • Commerce • Micro Sites Documents <ul style="list-style-type: none"> • Whitepapers • Email Design • Newsletters • Press Rel's. Giveaways <ul style="list-style-type: none"> • Custom Books • Bulk Books • Journals Messaging <ul style="list-style-type: none"> • Brochures • Graphics 	Impact Movies <ul style="list-style-type: none"> • Explainer • Case Studies • ROI • Guided Tour Websites <ul style="list-style-type: none"> • Commerce • Micro Sites • Landing Pg's. Documents <ul style="list-style-type: none"> • Whitepapers • Newsletters • Press Rel's. Messaging <ul style="list-style-type: none"> • Brochures • Slick Sheets Consulting <ul style="list-style-type: none"> • Sales Process • Marketing • Leadership



Reseller Channel Distributor Sales Tools Bundle

Here at AngelCore, we are experts in developing distribution channels. We would be delighted to discuss these potential opportunities with you. It's easy to find people or companies who want to represent your products. However, in most cases, these companies produce very little in terms of sales. What's important is to find the most motivated partners. Then, make it easy for them to sell your services. With our Reseller Channel Bundle, we provide a set of sales tools that will help you recruit and support a successful distribution channel. Do to the vast number of partnership possibilities, we cannot assign a standard price for these services. Please contact your Sales Strategist to receive a custom quote for the sales tools listed here.

The AngelCore Reseller Channel Sales Bundle consists of the following:

	List Price:	Bundle Price:
<input checked="" type="checkbox"/> First Impact Movie – The first message is designed to recruit partners and distributors. You can explain why your solutions are superior and how they will benefit by representing them.	Call _____	Call _____
<input checked="" type="checkbox"/> Second Impact Movie – This second video is for you to give to your partners to help them sell your solutions to their customers. If we have already produced an Impact Movie for you, we may be able to provide a cost savings when we make this version for your resellers.	_____	_____
<input checked="" type="checkbox"/> Landing Page – To further support your partners, you should have a specific place where they can access resources that they will need. This includes all your Impact Movies, up-to-date sales materials, demos, pricing sheets, contact information, upcoming events and so on. Remember, the more assistance that you provide to your partners, the more they will produce for you.	_____	_____
<input checked="" type="checkbox"/> Distributor Versions – As part of this bundle offer, we will customize the second Impact Movie for your resellers. This includes using their name and branding. It also involves reprogramming the video so that the leads go directly to the affiliate, if you so desire. Speak to your Sales Specialist about the details and how many Distributor Versions we can produce.	_____	_____
<input checked="" type="checkbox"/> Press Release – We will write a press release announcing your new partnerships. Press Releases have many uses. Learn all the ways to use these in the Press Release datasheet.	_____	_____

Additional Services to Support your Affiliates, Resellers and Partners

<input type="checkbox"/> Magazine Articles – We can write articles about your new partnerships and other news worthy events. We will do all the work including researching, writing and having them published in the magazines of your choice. This service is 100% guaranteed. Your article will be published or we don't get paid.	_____	_____
<input type="checkbox"/> Website Development & Maintenance – We can plan, design and create an entire new website for you. We can also update specific sections. This would be a good opportunity to announce new services, case studies and news events. Take your visitors on a quick tour of your services, unique benefits, and other news that is special and exciting.	_____	_____
<input type="checkbox"/> PowerPoints - We can produce PowerPoint presentations for you to give to your new partners. We can update slides or write the entire script. We can record narration and create self-running presentations for your resellers to include on their website or in emails.	_____	_____
<input type="checkbox"/> Other: _____ _____ _____	List price: \$ _____	
	Discounts: \$ _____	
	Net cost: \$ _____	

Organization: _____

Billing Address: _____

Description: AngelCore Reseller Channel Package Name: _____

Cost: _____ (Enter from quote) Title: _____

Phone: _____ Email: _____

Date: _____ Signature: _____

ANGELCORE
503-799-4412

Please complete these forms with the help of your AngelCore Sales Strategist. Then, fax them to 503-217-6036. The terms and conditions for the individual services apply. Visit our website for updates and new information. We look forward to helping you achieve your sales and personal goals.

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Multi-Sales Tool Development Benefits in Time and Cost

In today's competitive business climate, it's getting harder to get ahead. You need to make every dollar count - and minute too. You need to get the most from your investments. At AngelCore, our goal is to maximize the sales ROI for our Customers. These companies are some of the fastest-growing in the world and include Microsoft, HP, Xerox, Epson, BP, US Bank, SAP, USDA and American Airlines. We do this by increasing sales, decreasing costs, reducing risks and saving you time. In the end you get better results and at a low price. Taking care of our Customers for less cost... reaching more people with a better message. That's what we do. Here are some of the ways our Clients are increasing sales while reducing their overall marketing costs.

Experience that Minimizes Risks and Costs

Don't wing it. We have years of experience helping our Customers achieve their goals.

- We know the tips and tricks, ins and outs.
- We will help eliminate the risks and pitfalls that can sabotage your results.

Anyone can make a sales video. We make Results.

We've made nearly 5000 sales videos. One thing we've learned is that their success is not a guarantee. Our goal isn't to make videos. It is to deliver tools that work for you. We do this with:

- tools that work and
- a superior sales process.



Benefits of Developing Multiple Sales Tools at One Time

Increase Sales

It starts with having a "Sales Strategist" who works with you to see the big picture, such as:

- Integrating all your sales tools so they can benefit and support each other.
- Delivering our tools in different formats so that they can be used (1) many ways, (2) throughout the different stages in your sales process and (3) by others in your company.

Lower Production Costs

There is a great cost savings when you produce a few sales tools at one time. We will spend less time and effort for:

- Strategy, orientation and planning
- Branding, positioning and messaging
- Creating designs, repairing graphics, and so on.

Time Savings for You

You'll save considerable time compared to creating these tools separately. It takes time to execute a successful advertising and sales campaign. And with each additional service, the savings are even greater. You'll spend less time:

- Explaining your company and product details
- Describing your challenges and sales process
- Locating and sending files, specs, photos, graphics
- Reviewing messaging, copywriting, designs, etc.



Benefits of Having an Integrated Sales Process

Efficient Sales Process

Together, we'll build a sales process around your specific needs.

- Don't spend valuable time and money where it's not needed. Instead, strengthen the areas of your sales process that are weak.
- Then use your time more effectively by using the right sales tool at the right time.

Superior Messaging

We'll develop messaging that's speaks to your Customers' pain crafted from our proven story-telling model.

- Messaging that is targeted to your different market segments and different Customer needs.
- Messaging that helps you educate and connect with your audience.

Focus on Results

You'll work with a team that understands the purpose of each tool and how it fits into your specific process. Our goal is to produce results by focusing on:

- Leading your Customers to the next stage in your process.
- Special offers, incentives and deadlines to target specific segments.
- Reaching markets that you were unable to reach before.

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