



Unlock the Power of Virtly Your Secret Weapon for Reseller Success.

At Virtly, we provide an exclusive partnership that arms you with cutting-edge technology, unparalleled market insights, and bespoke strategic guidance. Our innovative virtual collaboration platform, combined with expert training and strategic consulting, is designed to give you a competitive edge that others simply can't match. With Virtly, you're not just staying ahead of the curve; you're redefining it, turning every challenge into an opportunity and every deal into a success story. Experience the future of SAAS reselling - a future where your success is our mission."



To solidify the partnership, branded platform, and strategy as a valuable asset for resellers, even without ownership of the platform, various approaches can be taken. These approaches should focus on creating a sense of ownership, exclusivity, and long-term value.

Here are the top ways to achieve this, ranked by effectiveness:

1. Long-Term Licensing Agreements:

Approach: Establish long-term licensing agreements that allow resellers to use and brand the platform as their own for an extended period.

Benefit: Provides a sense of permanence and security, making the platform a long-term asset for the firm.

Implementation: The agreement can include clauses for regular updates and support, ensuring the platform remains cutting-edge and valuable.

2. Customization and Integration Services:

Approach: Offer deep customization and integration services that align the platform closely with the firm's operations and branding.

Benefit: Creates a unique version of the platform for each firm, enhancing the perception of it being their proprietary asset.

Implementation: Develop a process where firms can request and collaborate on custom features, making the platform an integral part of their business.



4. Non-Exclusive Technology Transfer Agreements:

Approach: Use non-exclusive technology transfer agreements to share certain proprietary technologies or features with resellers.

Benefit: Allows firms to feel a sense of ownership over the technology, even though it's non-exclusive.

Implementation: Identify key technologies or features that can be shared without compromising your competitive advantage.

5. Co-Branding Opportunities:

Approach: Develop co-branding opportunities where both your brand and the firm's brand are highlighted.

Benefit: Strengthens the firm's market position and brand association with cutting-edge technology.

Implementation: Create marketing materials and case studies that feature both brands, showcasing the partnership's success.

6. Exclusive Market Rights:

Approach: Offer exclusive rights to use the platform in specific markets or regions.

Benefit: Gives the reseller a competitive edge in their designated market.

Implementation: Define geographical or market segments where the firm will have exclusive platform access.



7. Revenue Sharing Models:

Approach: Implement a revenue-sharing model where the reseller can generate additional income through the platform.

Benefit: Turns the platform into a revenue-generating asset, enhancing its value.

Implementation: Set up a system where the firm earns a portion of the revenue from transactions or services facilitated by the platform.

8. Training and Certification Programs:

Approach: Provide comprehensive training and certification programs for the firm's staff.

Benefit: Enhances the firm's expertise and service quality, making the platform and partnership a valuable asset.

Implementation: Develop exclusive training materials and certification courses for users of the platform.

By implementing these strategies, you can position the partnership and platform as a valuable, long-term asset for resellers.. This approach not only enhances the perceived value of the platform but also strengthens the strategic relationship between your company and resellers.

For more details see [Virtly.com](https://www.virtly.com)

