



MARKETING INSIGHTS

This is a generic tool.

For advice specific to your business, please contact TECHNOLEDGE.

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What resellers and investors really want Business case considerations for vendors

If you are looking for resellers or investors for your product, service or company, it may be useful to know what they look for in vendors.

Resellers want to be sure the vendor possesses:

- Competitive proposition
- Understanding of target market
- Channel strategy and commitment to it
- Role of partners in channel strategy
- Resolution of conflict re direct and indirect sales
- Channel levels, rewards, discounts and bonuses
- Demand for product – past sales and future projections
- Product robustness
- Company strength and longevity

Priorities for reseller decision-makers

- What is the context of the product?
- What does it do and how?
- What is the market, how big, how quickly growing?
- What is unique about the product for this market?
- How is it positioned relative to competitors?
- Who are customers and what do they use it for?
- What is the channel model and how do they fit?
- What sales have been made and what are projections?
- What is the revenue stream, how do we make money
- What levels, rewards, discounts and bonuses are available?
- How robust is the product (scalability/demand)
- How sustainable is the business?

Priorities for reseller salespeople

- How is this product better than its competitors?
- What does it do and how?
- Who are customers and what do they use it for?
- How do we identify potential customers?
- How long is the selling cycle?
- How do we sell it/How easy is it to sell?
- What tools do we need to sell it?
- How do we make our money?

Priorities for investors

- Is the technology proven/currently in use?
- Is the IP protected/able to be defended?
- Can it be manufactured in larger volumes?/scaled up?
- How will it be marketed and sold?
- How will growth be sustained?
- How will growth be funded?
- What is the experience of the management team?
- What are the barriers to entry by competitors?