

Supporting BASIS Resellers



he new year marks the beginning of a new era for resellers working with BASIS International Ltd. We've begun major initiatives to provide you with tools to help you more effectively sell BASIS products.

One of these initiatives is the creation of a BASIS Reseller Kit. We've created this kit with a dual focus. Included are materials to help resellers train themselves about BASIS and our products in addition to information and materials resellers can present to and leave with prospective customers.

The kit contains printed information about BASIS as a company, our history and profiles of companies successfully betting the business on BASIS products. It also contains self-running tutorials, white papers and frequently asked questions about our products and their features. Resellers will find information about pricing, product demonstration programs and packaged Microsoft PowerPoint presentations, which resellers can use as they're packaged or mix and match as needed to customize for a particular prospect. Included are tools and information to aid in all the aspects of the sales cycle, such as qualifying prospects and making and closing sales. Both beginning sellers and experienced professionals will find the kit informative and useful.

Ordering the kit is easy. Resellers can [visit the BASIS Web site and order kits](#) in any quantity. Materials for customer presentations can be reordered. Almost everything a reseller needs to arm himself or herself to walk into a prospect's office and sell BASIS is here.