

PARTNER PROGRAM

Referral Program

- The new customer has their own account with us
- Their relationship is with us directly.
- You get a \$200 credit to your account when a customer you introduce signs up for their own account

Value Added Reseller.

- The new customer's relationship is with you, not us.
- You use your own account to set up and manage the surveys/feedback/interview on behalf of your customer.
- You give them a read-only login to look at & listen to their results.
- You charge them whatever you like. You'll get the best margins if you bundle your service and ours as a value-added offering.
- We charge your customer nothing -we just charge you for your aggregated usage over your own surveys and those of your customers.
- There is no enablement fee after your own initial enablement fee, as the new customer are suing your account.
- Your usage has volume discounting applied based on all traffic through your account.

White Label Reseller

- We set you up with your own branded copy of the bigears application, on your own domain.
- We charge you an own-brand setup fee, and thereafter for all usage on the site.
- You have admin access and you can create and sell new full customer accounts.
- You set your own pricing.
- There is no per-customer setup fee, even if they have their own full account.

Programs At A Glance

	Referral	VAR	White Label
Customer Contract & Support Relationship	Bigears	You	You
BigEars Invoices	Customer	You	You
Customer Access to Application	Full. Create and review surveys	Results Only	You decide.
Branding	BigEars	BigEars	yourdomain.com
Admin Access (Create new customer accounts)	No	No	Yes
Your Revenue Opportunity	\$200 credit for each successful referral	Bundle with your services for increased margin. Make margin from volume discount.	Set your own pricing. Aggregate volume over all customer accounts to maximize volume discount.