



Traverse PC

Reseller Program

Traverse PC Desktop is enjoyed by thousands of users world wide. TPC Desktop provides a unique environment for managing your survey data that makes routine tasks like COGO and drafting fun again. Our users manage their everyday surveying jobs efficiently with TPC Desktop in addition to tackling the tough surveying problems that come along. We get testimonials every day about how TPC Desktop does the things they want—the way they want.

Many of our users having been passing the word along about TPC Desktop. In fact, we get more new sales from referrals than from any other source. Hence, the TPC **Reseller Program**.

What is a Reseller?

If you are a current TPC Desktop user or survey equipment dealer and rub shoulders with others who could benefit from using TPC Desktop, you can be a *Reseller*. Just give someone a demo CD, or invite them to your office and show them how TPC Desktop works for you or give a TPC Desktop presentation to your work group. Regardless of how involved you choose to be, you get credit for your work.

As a TPC Reseller, your greatest asset is your experience — it's also the *Reseller Difference*.

Chances are, the person you are talking with already has a shelf full of software that is either outdated or never delivered on the promises it made. They are reluctant to buy more software with empty promises and a big price tag — that's where you come in. You have the expertise to say what TPC Desktop has done for you — period. No promises. No fluff. Just how TPC Desktop has worked for you. What a refreshing difference — the *Reseller Difference*.

How Do I Sell TPC?

- One reseller who already signed up, works with a number of title companies that are interested in the Personal Editions. They rely on him for expert survey advice, so when he tells them about TPC Desktop, they know it must be good.
- Another reseller makes presentations at the professional chapter meetings he attends. He remembers what it was like to be frustrated with his old surveying software and knows his fellow surveyors will be happy with TPC.
- Another reseller said, "If anyone from my area is interested in TPC, have them give me a call." He tells them how he uses TPC in his own state and county — that's bringing it home!

We don't know who you rub shoulders with on a day-to-day basis, but we think this is where your opportunities will be. Give it some thought and see what comes to mind.



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How Much Do I Make?

As a reseller, you get a percentage of each sale you make. The percentage depends on your level of involvement in the sale.

10% - If you can refer someone, we will credit you with a 10% finder's fee when it leads to a sale.

20% - If you can visit someone's office or have them come to your office and give them a hands-on demonstration, we will be happy to complete the sale and credit you with 20% of the sale. We have names of people in your area who have expressed an interest in TPC and would be happy to pass these on to you. So many TPC users have said they didn't really understand what TPC could do until someone showed them.

30% - If you can do it all – find someone who is looking for software, present TPC to them and close the sale – we'll credit you with 30% of the sale. Just call, fax or e-mail us the order information. We'll take care of the billing, ship the program and issue them a serial number and key code so they can start using TPC right away.

50% - If you would like to become a TPC Reseller Partner, we can offer discounts up to 50%. To qualify you must be a survey equipment dealer with a retail outlet, receive TPC Desktop training and actively promote TPC Desktop — a *Partnership*.

How Does It Work?

1. Fill out the Contact form on our website for the person you are referring to us and include your name in the *Referred By* box.
2. If you make a sale, fill out a Contact form for yourself and include the details of the sale in the *Your Message* box.
3. Percentages are based on the invoice price of new copies of TPC Desktop.
4. Technical support subscriptions and the TPC Connections don't apply. This way

you are NOT responsible for technical support after the sale – we are.

5. You are welcome to promote the same specials we do on our web site. You can check our site at the start of each month to see what your client sees if they visit our site. Again, you get a percentage of whatever the sale is, so in essence, we 'share' in any promotion discounts.
6. For multiple-copy sales, we offer 20% discounts after the first copy. You are welcome to do the same.
7. We confirm each sale with you to ensure that the new user receives the best possible service. We do have minimum pricing guidelines that must be considered.
8. When we get paid for the software, you get paid for the referral/sale.
9. Sorry, sales to your own company and other TPC users do not qualify for this program.

What Materials are Available?

You'll find everything you need on our web site traverse-pc.com including:

Videos - we have 100+ videos on-line

Learning Guides - copies of the latest learning guides are available on-line.

Blogs - include the latest articles, new letters, testimonials, maps and news.

Want to be a TPC Reseller?

Call **800-460-3002 x251**

or

email sales@traverse-pc.com

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