# Bloomtools Reseller Program

## Overview and inclusions 2009

**Bloomtools**
growing business

# Introduction

Are your current clients asking for services that you cannot offer? Are you sick of hiring expensive web developers and graphic designers that don't deliver?

Well here's some good news - Bloomtools can solve all these challenges for you. With our reseller program you can combine our rebranded products and services with your own, and help your clients get amazing results from the internet.

Read this document for more information about what the program offers, who it would suit and the investment.

**What our current resellers say...**

"Bloomtools is an established company so I know I can always rely on them. The team always delivers what they say they will on time and to budget, so my business always looks professional."

- Melanie, *Production Hut*

"The range and depth of the Bloomtools suite of tools is fantastic. I love that they can look after everything for me, from design, to development and even help with my business administration."

- Michelle, *Small Business Evolution*

# About Bloomtools

## Our history

Bloomtools is a leading Australian website development and internet marketing company that produces quality, results-focused online tools for small to medium businesses.

Bloomtools began in 2004 as Bluehype, a small software development house. Because our internet tools for business were so technologically advanced and ever evolving yet still simple to use, we quickly established a reputation as a market leader.

Early in 2006, Bluehype evolved to become an online manufacturer and adopted a reseller model - we could see a desperate need in the market for a reliable, results-focused online solution for small to medium businesses and we wanted to fill that niche.

We developed a reseller network of advertising agencies, public relations and marketing firms and website development companies to sell our online tools while we focused on research and development. In 2007, we changed our name to Bloomtools and also began franchising our business around Australia and now New Zealand.

## About our tools

Bloomtools products cover the full spectrum of the internet's business functionality - from the search engine optimisation and other services to drive traffic to the client's website, to the 3G website that allows the client to attract more customers, make more money and streamline their business, right through to the vital connecting tool of database marketing to convert prospects into customers. We are one of few companies in the world that offer all three of these services in an integrated system with all the world-class technology developed in-house.

The market for our online business solutions is ever-growing, as smaller web development companies can't produce the cost-effective, technologically advanced solutions businesses are demanding today.

Also, as the internet continues to evolve and offer more business functionality, businesses expect their online presence to keep up to date with the latest technology and be scalable to meet their changing needs - but most smaller developers are unable to provide this level of service.

As a Bloomtools reseller, your clients get both of these benefits, with regular free product updates and the functionality to add any tools to their current website with no downtime. This is what makes our fast-growing network of resellers so successful - they have the support of our reliable tools, streamlined systems and experienced team to help them help their customers get results online.

# The reseller opportunity

As a Bloomtools reseller, you get the privilege of selling our world-leading websites and internet marketing software to small and medium businesses while still running your current business and selling your own products.  Our team of award-winning experts design and build all the technology for you in our Australian HQ and we provide you with streamlined systems and technical support to help you manage your clients and business.

## What you do

Basically, you focus on your sales and clients while we design and build all the websites for you. You continue to sell your own products and offer your own services, while also offering website design, search engine optimisation and database marketing - re-branded as your own of course. Alternatively, you can focus solely on selling Bloomtools products and be a franchisee.

When you have a client that needs an online solution, you will liaise with the project management team at your designated Bloomtools office while our team of experienced graphic designers and programmers build your client's solution. Then you will train the client and manage their ongoing support and growth - with the backup of our dedicated team.

## Who would it suit?

The ideal business to become a Bloomtools reseller is someone who:

- Currently has their own business in the IT or marketing field
- Has a reasonable database of potential clients
- Is passionate about the internet and its applications for business
- Enjoys helping businesses achieve results

## What you get

The following tools and training are included in the Bloomtools reseller package:

- **Re-branded products** – You get our website, database marketing and search engine optimisation products re-branded as your own, so your clients will see your brand on the Content Management System, their websites and their email messages
- **Business Administration System** - You get access to our leveraged administration to manage your products (including any of your own), sales, quotes, clients, projects and accounts and connect you with the team at Bloomtools HQ
- **Your own website** – our team will design a professional new 3G website for your business with a full Content Management System and the tools you need to promote your business
- **Training** – an intensive 4 day training course which takes you through all our products and systems as well as industry knowledge and standards
- **Support** – get technical support from the experienced team at the Bloomtools office nearest you

## Investment

For $8000 you can join the Bloomtools elite team as a reseller and provide our re-branded internet solutions to your clients. Please contact us for more information on pricing and inclusions.

# Why choose Bloomtools?

Here are some the benefits of joining our elite team:

### Work with an Australian company

Bloomtools is Australian owned and based in Varsity Lakes on the Gold Coast so you can have peace of mind knowing you are dealing with a company that is reliable and secure. Because we are local, we know what works for Australian businesses and we are always available to help you - no sitting on the phone for hours trying to get through to us! Plus, all our products and tools are developed in-house from scratch so they are strictly quality controlled, tested and updated regularly.

### Experience and knowledge

We've been developing websites and online tools for businesses since 2004 and in that time we have helped thousands of businesses achieve success online. Our team of graphic designers, programmers, business experts and marketing consultants are passionate about the internet and we work hard to keep up to date with the industry - so we really know what is working for businesses online right now.

### Unique products

In one simple online system your clients can have a content-managed website, email marketing, shopping cart, blogs, photo galleries, search engine optimisation services and much more. Our unparalled range of website add-on tools, plus the fact that every website we design is unique for the individual business rather than based on templates, makes Bloomtools very unique in the marketplace.

### Training and support

Bloomtools resellers participate in an intensive 4 day initial training program to get them up to speed with the latest in the internet industry, and how to use our products and systems. We also run regular up-skilling workshops to make sure they are giving their clients the best possible service.   You will also get dedicated ongoing support from our project management and technical support teams.

### Income potential

You have the opportunity to get great returns with the Bloomtools partner program. As a reseller, you get wholesale pricing on our products and then control what price you sell them for. You also get residual income from hosting and your current clients adding to their existing sites.

### Business Administration System

Bloomtools resellers get access to our complete business administration system, developed in-house to manage your entire business. The simple to use, leveraged system covers quoting, accounting, project management, CRM, technical support and marketing, plus connects you with the team at Bloomtools HQ. You can even add your own non-Bloomtools products to the system and run your whole business.

### Marketing assistance

While resellers are responsible for their own lead generation and branding, we do help you out with case studies, articles, strategies and materials you can rebrand as your own and use in the sales process and in your marketing.

# Reseller vs franchisee comparison

## Business Management Tools

| | Reseller | Franchise |
|---|:---:|:---:|
| Access all your clients through one login | ✓ | ✓ |
| Online quoting and ordering | ✓ | ✓ |
| Online project management software | ✓ | ✓ |
| CRM system | | ✓ |
| Google Apps integration | | ✓ |
| Rebranded console | ✓ | |

## Marketing and Sales

| | Reseller | Franchise |
|---|:---:|:---:|
| Wholesale costs for the Bloomtools products and services * | ✓ | ✓ |
| Database Marketing account | ✓ | ✓ |
| Access to marketing material and Bloomtols branding | | ✓ |
| Online promotional article library | | ✓ |
| Build own reseller network | | ✓ |
| Help with initial sales and seminars | | ✓ |
| Leads supplied ** | | ✓ |
| Your own 3G Website *** | ✓ | |

## Training

| | Reseller | Franchise |
|---|:---:|:---:|
| Initial training | ✓ | ✓ |
| Ongoing software training and support | ✓ | ✓ |
| Access to franchise manual | | ✓ |
| Ongoing business and sales coaching | | ✓ |
| 6 months executive performance coaching | | ✓ |

## Accounts Management

| | Reseller | Franchise |
|---|:---:|:---:|
| Residual income | ✓ | ✓ |
| Automatic client invoicing | ✓ | ✓ |
| Quickbooks automation | | ✓ |
| BPAY, Credit Card & Direct Debit facilities | | ✓ |

## Powerful Reporting

| | Reseller | Franchise |
|---|:---:|:---:|
| Sales statistics | ✓ | ✓ |
| Support & project managment statistics | ✓ | ✓ |
| KPIs | | ✓ |

# More information

Thanks for reading this whitepaper about becoming a Bloomtools reseller.  We hope it answered any initial questions you may have.

If you would like more information about our reseller opportunities, visit www.bloomtools.com/reseller and complete the enquiry form.

Alternatively, you can give Bloomtools HQ a call on 1300 399 399.