



**PAVING THE WAY**

MIVA SMALL BUSINESS CONFERENCE 2006  
AUG. 29 - SEPT. 1 • SAN DIEGO, CA.

# MIVA Small Business Conference 2006

**Value Added Reseller**

# *What is a VAR?*

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A Value Added Reseller is someone who purchases and sells MIVA Merchant retail software. If you are a:

- *webmaster*
- *designer*
- *hosting company, or*
- *just someone looking to start a business*

.....this program is an extremely lucrative program designed to make the entire business 100% turnkey.

**The introduction of this program creates unlimited income opportunity.**

# *What products can I sell as a reseller?*

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**MIVA Merchant retail software consists of:**

- **domains**
- **additional stores**
- **upgrade licenses**
- **developer tools, and**
- **some 3rd party software, i.e.,**  
**MIVA Synchro**

# *Why should developers & designers become a VAR?*

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**As a reseller, you are able to control the features, pricing and content of the packages that you offer. It means you also have full control of the marketing and sales strategy.**

*For example:*

*If you purchase a domain license, you can resell an entire package that includes not only the domain license but also site design, custom scripts/modules, ssl certificate, key word advertising, and business basics setup like sales tax and payment configuration. You are providing your customer with an online business solution with a higher margin on your return.*

# *What do I get for signing up?*

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- Direct site links from listing in MIVA's partner directory
- Priority technical support
- Receive one Miva Merchant to build a demo of the software for you on your website
- No commitments to monthly sales volumes
- Steep discounts allow ultimate flexibility to conform with your business pricing

# *What do these benefits mean to me?*

**We give you a full copy of a MIVA Merchant shopping cart to use for your website, or to demo to your customers.**

**You get a year of technical support to assist you with getting started and to answer any questions you may have along the way either for you or for one of your customers.**

**We list you as a VAR in our partner directory to help you get targeted sales leads by making you visible to our community.**

**Finally, you get a steep 50% discount on all retail software. We do not discount our software in order to let our resellers give the customer a better price.**

# *Who can participate in the MIVA VAR program?*

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- designers
- developers
- webhost
- consultants

**Whether you host MIVA sites or develop MIVA modules, you can participate and be a successful MIVA reseller.**

# MIVA VAR Program

- Q: What is a MIVA VAR?
- A: Sells MIVA products and services directly to end users. VARs provide the total solution of product sales, application development, and integration services
- Q: Who qualifies as a MIVA VAR and what discounts do I get?
- A: Designers, Developers, Hosts, and Consultants all qualify and get a hefty 50% discount!
- Q: What products can I resell?
- A: Full domains for Merchant and Fast Track, additional stores, and MIVA Synchro.