



## Sales Package Bundle Details

# Building and Supporting a Reseller Channel

## Resources

Building a Reseller Channel  
Benefits of developing sales tools at one time

## Bundle Package Details

Package Overview  
First Impact Movie  
Second Impact Movie  
Reseller Versions  
PowerPoint's  
Press Release

AngelCore  
One World Trade Center  
Portland, Oregon  
503-799-4412



# Setup a Distribution Channel that Produces Consistent Results

Impact Movies offer an easy way to help others help you. If you have experience with partners then you know that finding ones that produce results are hit and miss. It's not a matter of apathy. It's a matter of time and resources. It costs time and money to train and promote new services. Consequently, affiliates are reluctant to take on new products. And even if they do, they are not going to understand your products or make your arguments as well as you. If a customer happens to ask about a need that your company solves, you cross your fingers and hope that your partner mentions your solutions.

## Video 1 → Recruit & Educate Channel Partners

This message is designed to recruit partners by explaining all the benefits of selling your solutions.

## Video 2 → Give to them to Use to Sell

Make a customized Distributor Version for your partners use to help sell their customers.



### Make it Easy for them to Sell

Instead of having to train all of your dealer's salespeople, merely show them the different ways that your videos can be used.

1. Making sales may be as easy as sending a nicely written email to your affiliates' contacts featuring your Impact Movie.
2. Clients reported they negotiated better terms with partners since they were offered an easier way to sell more of their services.

### Sources of Potential Distributors and Affiliates

Most likely, potential sales agents will be one of the following:

1. Companies that sell different products but have the same mkt.
2. Companies that sell products of your competitors.
3. Other sources of resellers:
  - Directories & publications
  - Industry and trade websites
  - Live (and virtual) tradeshows, conferences, other events.

### Recruit Better Distributors

Impact Movies can be a powerful tool to connect and educate potential partners.

- Convince companies (see above list) to become strategic partners.
- Recruit successful dealers and sales agents away from your competitors.

### Better Support = Better Results

Your partners will be more successful when you provide them with better support.

- Impact Movie Sales Videos that have custom messages for Partners' contacts.
- Sales Portals that have up-to-date support materials, training programs, etc.



### Our Services are used in Each Stage in your Process to Support your Affiliates

Prospect Recruit Partners	Qualify Channel Partners	Present 2 Potential Partners	Follow-up Partner Support	Close Help Partners Sell
<b>Impact Movies</b> <ul style="list-style-type: none"> <li>• Explainer</li> <li>• Case Studies</li> <li>• ROI</li> <li>• Guided Tour</li> </ul> <b>Websites</b> <ul style="list-style-type: none"> <li>• Commerce</li> <li>• Micro Sites</li> <li>• Landing Pg's.</li> </ul> <b>Documents</b> <ul style="list-style-type: none"> <li>• Whitepapers</li> <li>• Email Design</li> <li>• Newsletters</li> <li>• Press Rel's.</li> </ul> <b>Articles</b> <ul style="list-style-type: none"> <li>• B2B Mags.</li> <li>• Digital - SEO</li> </ul> <b>Technology</b> <ul style="list-style-type: none"> <li>• CMS Dev</li> <li>• Software Dev.</li> </ul>	<b>Impact Movies</b> <ul style="list-style-type: none"> <li>• Explainer</li> <li>• Case Studies</li> <li>• ROI</li> <li>• Guided Tour</li> </ul> <b>Websites</b> <ul style="list-style-type: none"> <li>• Commerce</li> <li>• Micro Sites</li> <li>• Landing Pg's.</li> </ul> <b>Documents</b> <ul style="list-style-type: none"> <li>• Whitepapers</li> <li>• Email Design</li> <li>• Newsletters</li> </ul> <b>Articles</b> <ul style="list-style-type: none"> <li>• B2B Mags.</li> <li>• Digital - SEO</li> </ul> <b>Consulting</b> <ul style="list-style-type: none"> <li>• Sales Scripts</li> <li>• Messaging</li> <li>• Booth Mgt.</li> </ul>	<b>Impact Movies</b> <ul style="list-style-type: none"> <li>• Explainer</li> <li>• Case Studies</li> <li>• ROI</li> <li>• Guided Tour</li> </ul> <b>Presentations</b> <ul style="list-style-type: none"> <li>• PowerPoints</li> <li>• Webinars</li> </ul> <b>Documents</b> <ul style="list-style-type: none"> <li>• Whitepapers</li> <li>• Email Design</li> <li>• Newsletters</li> <li>• Press Rel's.</li> </ul> <b>Messaging</b> <ul style="list-style-type: none"> <li>• Brochures</li> <li>• Slick Sheets</li> <li>• Graphics</li> </ul> <b>Giveaways</b> <ul style="list-style-type: none"> <li>• Custom Books</li> <li>• Journals</li> </ul>	<b>Impact Movies</b> <ul style="list-style-type: none"> <li>• Explainer</li> <li>• Case Studies</li> <li>• ROI</li> <li>• Guided Tour</li> </ul> <b>Websites</b> <ul style="list-style-type: none"> <li>• Commerce</li> <li>• Micro Sites</li> </ul> <b>Documents</b> <ul style="list-style-type: none"> <li>• Whitepapers</li> <li>• Email Design</li> <li>• Newsletters</li> <li>• Press Rel's.</li> </ul> <b>Giveaways</b> <ul style="list-style-type: none"> <li>• Custom Books</li> <li>• Bulk Books</li> <li>• Journals</li> </ul> <b>Messaging</b> <ul style="list-style-type: none"> <li>• Brochures</li> <li>• Graphics</li> </ul>	<b>Impact Movies</b> <ul style="list-style-type: none"> <li>• Explainer</li> <li>• Case Studies</li> <li>• ROI</li> <li>• Guided Tour</li> </ul> <b>Websites</b> <ul style="list-style-type: none"> <li>• Commerce</li> <li>• Micro Sites</li> <li>• Landing Pg's.</li> </ul> <b>Documents</b> <ul style="list-style-type: none"> <li>• Whitepapers</li> <li>• Newsletters</li> <li>• Press Rel's.</li> </ul> <b>Messaging</b> <ul style="list-style-type: none"> <li>• Brochures</li> <li>• Slick Sheets</li> </ul> <b>Consulting</b> <ul style="list-style-type: none"> <li>• Sales Process</li> <li>• Marketing</li> <li>• Leadership</li> </ul>



# Multi-Sales Tool Development Benefits in Time and Cost

In today's competitive business climate, it's getting harder to get ahead. You need to make every dollar count - and minute too. You need to get the most from your investments. At AngelCore, our goal is to maximize the sales ROI for our Customers. These companies are some of the fastest-growing in the world and include Microsoft, HP, Xerox, Epson, BP, US Bank, SAP, USDA and American Airlines. We do this by increasing sales, decreasing costs, reducing risks and saving you time. In the end you get better results and at a low price. Taking care of our Customers for less cost... reaching more people with a better message. That's what we do. Here are some of the ways our Clients are increasing sales while reducing their overall marketing costs.

## Experience that Minimizes Risks and Costs

Don't wing it. We have years of experience helping our Customers achieve their goals.

- We know the tips and tricks, ins and outs.
- We will help eliminate the risks and pitfalls that can sabotage your results.

## Anyone can make a sales video. We make Results.

We've made nearly 5000 sales videos. One thing we've learned is that their success is not a guarantee. Our goal isn't to make videos. It is to deliver tools that work for you. We do this with:

- tools that work and
- a superior sales process.



## Benefits of Developing Multiple Sales Tools at One Time

### Increase Sales

It starts with having a "Sales Strategist" who works with you to see the big picture, such as:

- Integrating all your sales tools so they can benefit and support each other.
- Delivering our tools in different formats so that they can be used (1) many ways, (2) throughout the different stages in your sales process and (3) by others in your company.

### Lower Production Costs

There is a great cost savings when you produce a few sales tools at one time. We will spend less time and effort for:

- Strategy, orientation and planning
- Branding, positioning and messaging
- Creating designs, repairing graphics, and so on.

### Time Savings for You

You'll save considerable time compared to creating these tools separately. It takes time to execute a successful advertising and sales campaign. And with each additional service, the savings are even greater. You'll spend less time:

- Explaining your company and product details
- Describing your challenges and sales process
- Locating and sending files, specs, photos, graphics
- Reviewing messaging, copywriting, designs, etc.



## Benefits of Having an Integrated Sales Process

### Efficient Sales Process

Together, we'll build a sales process around your specific needs.

- Don't spend valuable time and money where it's not needed. Instead, strengthen the areas of your sales process that are weak.
- Then use your time more effectively by using the right sales tool at the right time.

### Superior Messaging

We'll develop messaging that's speaks to your Customers' pain crafted from our proven story-telling model.

- Messaging that is targeted to your different market segments and different Customer needs.
- Messaging that helps you educate and connect with your audience.

### Focus on Results

You'll work with a team that understands the purpose of each tool and how it fits into your specific process. Our goal is to produce results by focusing on:

- Leading your Customers to the next stage in your process.
- Special offers, incentives and deadlines to target specific segments.
- Reaching markets that you were unable to reach before.

AngelCore  
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# Reseller Channel Distributor Sales Tools Bundle

Here at AngelCore, we are experts in developing distribution channels. We would be delighted to discuss these potential opportunities with you. It's easy to find people or companies who want to represent your products. However, in most cases, these companies produce very little in terms of sales. What's important is to find the most motivated partners. Then, make it easy for them to sell your services. With our Reseller Channel Bundle, we provide a set of sales tools that will help you recruit and support a successful distribution channel. Do to the vast number of partnership possibilities, we cannot assign a standard price for these services. Please contact your Sales Strategist to receive a custom quote for the sales tools listed here.

## The AngelCore Reseller Channel Sales Bundle consists of the following:

	List Price:	Bundle Price:
<input checked="" type="checkbox"/> <b>First Impact Movie</b> – The first message is designed to recruit partners and distributors. You can explain why your solutions are superior and how they will benefit by representing them.	Call _____	Call _____
<input checked="" type="checkbox"/> <b>Second Impact Movie</b> – This second video is for you to give to your partners to help them sell your solutions to their customers. If we have already produced an Impact Movie for you, we may be able to provide a cost savings when we make this version for your resellers.	_____	_____
<input checked="" type="checkbox"/> <b>Landing Page</b> – To further support your partners, you should have a specific place where they can access resources that they will need. This includes all your Impact Movies, up-to-date sales materials, demos, pricing sheets, contact information, upcoming events and so on. Remember, the more assistance that you provide to your partners, the more they will produce for you.	_____	_____
<input checked="" type="checkbox"/> <b>Distributor Versions</b> – As part of this bundle offer, we will customize the second Impact Movie for your resellers. This includes using their name and branding. It also involves reprogramming the video so that the leads go directly to the affiliate, if you so desire. Speak to your Sales Specialist about the details and how many Distributor Versions we can produce.	_____	_____
<input checked="" type="checkbox"/> <b>Press Release</b> – We will write a press release announcing your new partnerships. Press Releases have many uses. Learn all the ways to use these in the Press Release datasheet.	_____	_____

## Additional Services to Support your Affiliates, Resellers and Partners

<input type="checkbox"/> <b>Magazine Articles</b> – We can write articles about your new partnerships and other news worthy events. We will do all the work including researching, writing and having them published in the magazines of your choice. This service is 100% guaranteed. Your article will be published or we don't get paid.	_____	_____
<input type="checkbox"/> <b>Website Development &amp; Maintenance</b> – We can plan, design and create an entire new website for you. We can also update specific sections. This would be a good opportunity to announce new services, case studies and news events. Take your visitors on a quick tour of your services, unique benefits, and other news that is special and exciting.	_____	_____
<input type="checkbox"/> <b>PowerPoints</b> - We can produce PowerPoint presentations for you to give to your new partners. We can update slides or write the entire script. We can record narration and create self-running presentations for your resellers to include on their website or in emails.	_____	_____
<input type="checkbox"/> <b>Other:</b> _____ _____ _____	<b>List price:</b> \$ _____	<b>Discounts:</b> \$ _____
	<b>Net cost:</b> \$ _____	

Organization \_\_\_\_\_

Billing Address: \_\_\_\_\_

Description: AngelCore Reseller Channel Package      Name: \_\_\_\_\_

Cost: \_\_\_\_\_ (Enter from quote)      Title: \_\_\_\_\_

Phone: \_\_\_\_\_      Email: \_\_\_\_\_

Date: \_\_\_\_\_      Signature: \_\_\_\_\_

**ANGELCORE**  
503-799-4412

Please complete these forms with the help of your AngelCore Sales Strategist. Then, fax them to 503-217-6036. The terms and conditions for the individual services apply. Visit our website for updates and new information. We look forward to helping you achieve your sales and personal goals.

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# Impact Movies<sup>®</sup>

## Details & Order Form

Impact Movies are the most watched and forwarded sales videos in the world. They are used to deliver a consistent and persuasive message to a specific audience. They are carefully-scripted messages based on our award-winning messaging model. They are designed to educate and connect with your audience and encourage the viewer to take the next step in your sales process. You can watch an Impact Movie about our Impact Movies at: [www.AngelCore.com](http://www.AngelCore.com).

### Types (and styles) of Impact Movies

There are different styles of Impact Movies. The styles apply to your specific message and goals. Obviously, the cost of your movie will vary depending on the style, the length and other factors. Speak with your Sales Specialist to determine what kind of message will best achieve your goals. We will then provide you with a quote for your project. Here are the different styles that we offer:

- Photo Based Uses pictures, images and on-screen text. Good for displaying a physical product or people.
- Silhouette or Icon Based Uses simplistic vector-based illustrations (icons or silhouettes without detailed movements or displayed emotions). Good for helping simplify a more sophisticated value proposition or process.
- Illustrated / Info Graphics Primarily uses vector-based illustrations with charts or graphs. Good for explaining technical details.
- Whiteboard Style Consists of black or colored lines being drawn on a white background while the narration walks you through the value proposition or process. Good for explaining a process.
- Cartoon Oriented Uses more detailed vector-based illustrations such as cartoon characters or backgrounds (with detailed movements, facial expressions, and/or displayed emotions). Good for adding humor and building a friendly connection.
- Motion Graphics Utilizes sophisticated movements and motion. Good for grabbing attention and displaying a product or service that requires showing motion or speed in their value proposition.
- 3D Animation Uses 3D animations (rotating objects to show multiple sides or the interior of objects). Good for explaining complex information and differentiators.
- Guided Tours These are longer messages which have chapters so viewers can choose the topics they want to watch. There used for demos, tutorials, demos, orientation and training.

### An AngelCore Impact Movie includes the following:

- A rich multimedia movie that includes a carefully crafted message, meaningful visuals and professional narration.
- Each Impact Movie is produced in different formats to allow you to use it 20 different ways.
- All source files that went into producing the different versions of your movie.
- No charges for minor changes to your movie for six months.
- One free Landing Page that is customized to your sales activities and process.

### Our Guarantee

AngelCore's fixed pricing is all inclusive. All aspects of production are completed to your 100% satisfaction.

### Timelines and Deliverables

Producing an Impact Movie requires many steps: each having to be completed on time. The most likely factors that delay a project are: last minute changes to the script, late-addition new features, significant redesigns and slow feedback from our Client.

### Script Revisions after Final Recording

We can make any changes to your movie during production. However, once the final audio has been professionally recorded and processed, we reserve the right to charge an additional \$85 per sentence for changes.

### Deposit and Payments

We require one half of the cost at the beginning of the project and the other half at the beginning of the 2nd month. The deposit is due prior to the initial interview. If this will be a problem, then please let us know. By signing below, the Client agrees to these terms and conditions.

Organization: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
Description: One Impact Movie as described above      Name: \_\_\_\_\_  
Cost: \_\_\_\_\_ (Enter from quote provided)      Title: \_\_\_\_\_  
Phone: \_\_\_\_\_      Email: \_\_\_\_\_  
Date: \_\_\_\_\_      Signature: \_\_\_\_\_  
Other Instructions: \_\_\_\_\_

Thank You  
Your AngelCore Team  
503-799-4412



# PowerPoint Slides Messaging and Scriptwriting

We can create PowerPoint presentations that excite, educate and motivate your Customers. These are not much different from our own "Coffee with AngelCore" webinar. We can develop just the slides or create the entire script.

## The PowerPoint Marketing Program consists of the following:

- A 35 slide PowerPoint Presentation that includes:
  - A combination of core slides and interchangeable slides to create alternate versions of your presentation.
  - Interviews and research to collect the information necessary to build a message to achieve our objectives.
  - Designs based on your existing branding or the creation of all new design if desired.
  - Designs that display details and processes visually so that information will be absorbed easier by the viewer.
  - Transitions between slides and animations within slides that can be run automatically or controlled by the presenter.
  - Inclusion of call-to-action options to encourage your Customers to take the next step in you sales process.
- The AngelCore project management process that limits your involvement to the bare minimum needed to complete your project – on time and on budget.
- A complete word-for-word script based on the AngelCore messaging model which utilizes the principles of Neuromarketing and Solution Selling. (Scriptwriting is an optional service and may not be required).
- A list of leading questions that you can use at the start of your presentation as a survey to connect with you audience.
- A list of summary questions that you can use at the end of your presentation to jump-start a Q&A session.
- The source files that went into producing the different versions of your presentation with the exception of any licensed elements such as licensed photography.

### Timelines and Deliverables

Developing a PowerPoint slide deck is a complicated and time consuming process. We work immediately on your project when the ball is in our court. Nevertheless, the most likely factors that could delay a project are: last minute changes, late-addition new features, significant redesigns and slow feedback from our Client. A typical timeline for completion is about 6-10 weeks.

### Technology and Limitations

We work hard to ensure that all problems and compatibility issues are minimized. PowerPoint presentations are widely used in business today. There are few issues we expect to encounter.

### Stock Photography: Costs

\*We will purchase the first \$400 worth of royalty free photography. After this amount, we ask that the Client purchase the rights to additional imagery. (Please note that this is rarely an issue).

### Stock Photography: Industry-Specific Imagery

We do our best to provide suitable photography from our image library and we purchase photos from online sources. However, it is up to the Client to provide Industry or Product Specific photos that cannot be found through standard online vendors. (We may be able to conduct a photo shoot of your product, if it can be shipped to us).

### Deposit and Succeeding Payments

We require a deposit of \$4,500 to begin the project with the remaining \$3000 balance due at the beginning of month 2. The deposit is due prior to the Initial Interview. With approval, the Initial Interview may be conducted before funds arrive.

### Payment Terms and Delays

In exchange for our hard work and commitment to the success of your goals, we ask that payment is made as soon as an invoice is received. If this will be a problem, then please let us know. Thank you for your understanding. We are committed to the success of your objectives and marketing efforts.

Organization: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Description: One PowerPoint Slide Presentation as described above

35 Slide Deck: \$6,000

#### Options

+ Add'l. Slides: \$200 per slide

+ Scriptwriting: \$2,500

**Net Investment \$6,000** Other: \_\_\_\_\_

Email: \_\_\_\_\_

Other Instructions: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please complete and fax this form to: 503-217-6036.

Thank You  
Your AngelCore Team  
503-799-4412



# Press Release Details & Order Form

A Press Release is a simple yet effective marketing tool when executed properly. Our experienced writers will produce a press release that spotlights your achievements, advancements, milestones and other noteworthy news.

## A Press Release can be used Many Ways

- Share it with employees, Customers, partners and other important stakeholders.
- Post it on your website to show the world that you are succeeding and moving forward as a company.
- Use it as another sales tool to consistently connect, educate and get useful information in front of your Customers.
- It can improve your SEO page rankings and click-through rates.
- Try to get it published in traditional media outlets (see below) and in on-line resources.

## Press Release Development Process

We will provide a short questionnaire for you to complete. This will help you frame the content surrounding the news that you'd like to share. This will be followed by a telephone conversation to discuss the goals, ask questions and get clarification about the facts. Once completed, we will develop a one page press release (typically 400-500 words). This will be shared with you to get your comments and feedback. We will then rewrite and edit the press release as needed until we all feel that it best represents what is newsworthy and needs to be communicated. This process typically takes 1-2 weeks.

### Optional: Press Release Wire Distribution Price

- |   |         |
|---|---------|
| <input type="checkbox"/> National Press Release Wire Distribution (400 words):  | \$ 1500 |
| • Each Additional 100 words:  | \$ 200  |
| <input type="checkbox"/> Regional or New York City PR Distribution (400 words): | \$ 1100 |
| • Each Additional 100 words:  | \$ 150  |
| <input type="checkbox"/> Single Market or Metro Area (400 words):               | \$ 800  |
| • Each Additional 100 words:  | \$ 100  |
| <input type="checkbox"/> Add Multimedia Asset (photo, video, etc.):             | \$ 600  |
| • Each Additional Asset:  | \$ 250  |

### Optional: Media Relations Direct Contact \$ 2000

- This includes direct distribution of the press release to up to 10 key media outlets, such as local and national newspapers, magazines, trade publications and local television.
- Services include phone and email follow-ups to ensure the media contact received your press release.
- Placement of your press release is not guaranteed. Whether it's picked up and placed is at the discretion of the various editors and publishers around the country.
- Nevertheless, your press release will be out on the Internet, which will enhance your SEO rankings and overall click-back rates.

## Our Guarantee and Commitment

AngelCore's fixed pricing is all inclusive. There are never additional charges. All aspects of production are completed to your 100% satisfaction.

## Payment Terms

In exchange for our hard work and commitment to the success of your sales goals, we ask that payment is made as soon as the invoice is received. If this is an issue, then please let us know.

Organization: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
Description: Press Release Development: \$ 800      Name: \_\_\_\_\_  
Cost: \$ 800 (Add cost for options)      Title: \_\_\_\_\_  
Phone: \_\_\_\_\_      Email: \_\_\_\_\_  
Date: \_\_\_\_\_      Signature: \_\_\_\_\_  
Other Instructions: \_\_\_\_\_

Please complete this form and fax it to 503-217-6036.

Your AngelCore Team  
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