



## Value Added Reseller (VAR) Application

### 1. Company Information

- **Legal Company Name:**
  - **DBA (if applicable):**
  - **Business Address:**
  - **Website:**
  - **Year Established:**
  - **Business Structure:** (LLC, Corp, Sole Prop, etc.)
  - **Tax ID / EIN:**
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### 2. Primary Contact

- **Name:**
  - **Title:**
  - **Email:**
  - **Phone:**
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### 3. Business Overview

#### **Brief description of your company and core services:**

We are a [type of company] specializing in [primary services]. Our focus is on helping customers achieve [key outcomes], primarily serving [industries or customer types].

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#### 4. Value-Added Services

##### How do you add value beyond reselling the product?

(Check or describe all that apply)

- Implementation & onboarding
- Custom configuration
- Integration with existing systems
- Training & user adoption
- Ongoing support / managed services
- Consulting / workflow optimization

Our value-add lies in our ability to tailor the solution to customer workflows, ensure successful adoption, and provide ongoing support that maximizes ROI.

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#### 5. Target Market

- **Industries served:**
- **Customer size:** (SMB, Mid-Market, Enterprise)
- **Geographic focus:**

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#### 6. Sales & Marketing Approach

##### How will you market and sell the product?

- Direct sales
- Existing customer base
- Channel partnerships
- Digital marketing / outbound / events

We plan to promote the solution through our existing client relationships and targeted outreach aligned with customer needs.

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## 7. Experience & Expertise

### Relevant experience with similar products or platforms:

Our team has experience working with [related software/products], allowing us to position and support this solution effectively.

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## 8. Estimated Sales Volume (if required)

- Expected monthly or annual deals:
- Average deal size:

(If unsure, keep this conservative and realistic.)

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## 9. References (if requested)

- Company name
  - Contact name
  - Email / Phone
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## 10. Agreement & Signature

- Authorized signatory
  - Title
  - Date
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## Quick VAR Application Checklist

Before submitting, make sure you have:

- EIN / tax info ready
- Short, confident company description
- Clear explanation of **how you add value** (this is the most important part)
- Conservative sales estimates

- Professional email domain (vendors notice this)
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