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**Reseller Sales Plan Template**

Academy of Brain is committed to fostering a long-term, mutually beneficial relationship with all our partners, built on trust, collaboration, and unwavering support. Our dedication to your success means providing the resources, training, and guidance your organization needs to excel in the marketplace.

To help us better serve the needs of your organization, please complete the following questions.

1. **Objectives:**
   1. Revenue target: do you plan to have a target revenue goal for the sales of Academy of Brain (AOB) courses?
   2. Anticipated target rate of annual growth?
2. **Marketing:** 
   1. Briefly provide your organization’s strategy for promoting AOB solutions?
   2. Are there specific market segments that will be targeted? If yes, which markets?
   3. Does your organization participate in any annual industry conferences or expositions?
      1. If yes, which ones?
   4. Will the AOB solutions be promoted on your website?
   5. Are there plans to promote AOB solutions (such as AOB logo on your website , advertising, flyers, product updates, etc.)?
3. **Selling:**
   1. Will AOB courses be sold through your sales professionals, on-line sales, or through third parties affiliates?
   2. If planning to sell via your partners and/or affiliate resellers, please provide organization names:
   3. How many sales professionals do you currently employ?
      1. How many will be assigned to sell AOB solutions?
      2. Will sales professionals have an AOB quota?
      3. Are there plans to hire additional sales professionals in the coming year?
   4. Are there plans for cross-selling AOB courses?
4. **Communication:** 
   1. As a partner, are you willing to have a scheduled monthly calls with a member of our partner support team?
      1. Please indicate three (3) desired **days** and **times** (indicate time zone) to schedule a monthly call, for example, *first Tuesday of the month at 10 AM EST*.
   2. Are you willing to provide a monthly pipeline report?
   3. Will you be willing to participate in Quarter Business Reviews (QBR)?
5. **Support:**
   1. As a vendor, AOB will provide the following:
      1. Timely response to all sales and technical support inquiries.
      2. Create and maintain an online reseller resource center website
      3. Provide product sales training periodically or as required.
      4. Will act as SME(s) on customer facing conference calls.
      5. Distribute course updates as they are released.
      6. Provide professional Learning Success Managers to support product installations and develop learning plans for your customers on behalf of your organization.

IMPORTANT - Please send your send your completed business plan template to:

**Alliances@academyofbrain.com**