

# Reselling and White Labeling: Keys to Revenue Growth

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## A Path to Revenue Growth

Your company needs to keep customers happy. You want to provide them what they need. But you don't want the headaches—and overhead—that developing products on your own involves. If you're in the business of e-business, becoming a reseller of white-labeled products and services may just be the ticket you're looking for.

White labeling is simply reselling a product under your own brand. The company providing the service lets you put your own company or product name on the product you resell. It's a great way to add strength to your branding and depth to your customer offerings. In a typical reseller agreement, the provider company develops the product, for example, an email or SMS marketing tool. You resell it to your customers under your own name and at a price that you choose, possibly as a loss leader or with a very thin mark-up to build up your customer base and loyalty or, more commonly, as a revenue generator.

Reselling white labeled products is often a very strategic move allowing you to concentrate on your core business while offering a breadth of products for your customers. The advantage for them is having several products and services through one company, which is usually much easier than having to negotiate and maintain several disparate vendor agreements.

What kind of e-business solutions are available as white labels? Email and SMS marketing tools, online backup solutions, web hosting, and search engine marketing, just to name a few of the many options available. Often companies offering reseller partnerships will white-label many, if not all, of their solutions. This makes your role as the reseller a fairly simple one since you can negotiate favorable rates as you sell more products and product lines, and also makes adding new offerings to your customer base and prospects as simple.

The key to success in being a reseller is partnering with the right provider; one that's established, reputable and will offer you superior customer service. The last thing you want to resell are products full of bugs or to deal with a company that has lousy customer service. When looking for a company that offers white labeling, it's important to find one where you can completely own and manage your customers' experience. Make sure you are backed with 24/7 support from your provider and that they offer best-of-breed technical products and systems. If flexible billing options are important to you, find out which providers are willing to work with you on a billing process and schedule that works for you.

White labeling can be the path to a successful revenue stream for your business.

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