



ZANDAX RESELLER PROGRAM



Information Pack

Version 2405

www.zandax.com

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BEFORE WE START...

The framework set out here is intended to promote a positive and mutually beneficial relationship between us.

We operate based on trust and mutual co-operation, whether with customers, suppliers or resellers.

It's the only way to do business!



BECOMING A ZANDAX RESELLER

Take a look at what we offer at <https://www.zandax.com/sell-our-courses>

See a current list of courses, with prices & revenue shares, at <https://www.zandax.com/reseller-courses>

Complete the sign-up form at <https://www.zandax.com/reseller-application>

HOW TO START SELLING

This is unbelievably easy!

When you sign up, we'll send you a unique code. Let's say it's A1B2C3.

All you need to do is add this code, in the form of a ZandaX tracking parameter (zxr) to any promotional links you create.

So if your link is to our Home page, it will be <https://www.zandax.com?zxr=A1B2C3>

Please note: The whole system depends on you doing this, so make sure you do it, exactly as explained.

Then, as soon as your visitor hits our site, our app will mark that person as “your” customer, and any sales achieved (and commission earned) will be credited to you.

This will happen whether the sale occurs on this visit or in the future.

TARGET YOUR LINKS!

The **easy way** to promote us might be a mention of ZandaX as a high quality provider of courses, with a link to our Home page.

But this is very general, and not motivational, so although you may get some clicks, and “reserve” those customers for yourself, it's not the best use of your efforts.

Much better would be to briefly describe a course (e.g. our Setting Up Your Sales Team course) & link to that course page ... e.g. <https://www.zandax.com/courses/setting-up-your-sales-team?zxr=A1B2C3>

Or maybe to describe a group of courses (like our Sales Management courses) and link to that section page ... e.g. <https://www.zandax.com/learning/sales-management?zxr=A1B2C3>

The general rule is, **the more focused you are, the more you will sell.**

HELP FROM ZANDAX

If you want copy, or images, for your promotions, we can help you with:

- 1) **General** (site-wide) resources:
 - a. Brief general copy
 - b. ZandaX logo images (300x90, 300x75 or 300x300)
- 2) **Course** or **section** content:
 - a. Course descriptions
 - b. 16x9 thumbnail images (either 450x253 or 1920x1080)
 - c. 3x1 banner images (either 2400x800 or 1200x400)
 - d. 1x1 square images (either 500x500 or 250x250)

We like to follow our own advice and stay focused, so we don't produce generic media packs.

We want to provide, where we can, the resources that each reseller wants.

If you just want us to check that your link is in the right format, we'll be very happy to help.

And because **we use people not software robots**, we can do this!

So email us at support@zandax.com with what you need and we'll be back to you very soon.

And once you've done this, you'll be set up to earn a generous (and passive) income from a high-quality product that enhances your own brand.

Sounds good? We think so!



ADDITIONAL HELP FOR AGENTS

If you sign up as an agent, you're also allowed to sell using offline methods. See the next section for details.

In terms of help, we can also help you with advice on individual deals, especially where volume purchases may warrant a bit of support.

But we don't negotiate on price – volume pricing is given on the website – so any request for further discounts will be met with a standard “no” ... whatever the value of the deal.

STRUCTURE OF RESELLER COMMISSIONS

AFFILIATES

Affiliates promote our courses on their websites and receive commissions when people click on these links and purchase a course through our shopping cart.

The process is simple:

1) SIGN UP as an AFFILIATE

- Complete a Reseller (Affiliate) form
- You are assigned a 6-digit AFFILIATE KEY which is included in your confirmation email

2) Ways to promote our courses

- You MUST use links that include your Affiliate Key (e.g. ?zxr=A1B2C3)
- Email lists
- Website pages
- Social media posts/pages

AGENTS

Agents are free to sell in the same way as affiliates, with the added ability to sell using offline methods e.g. telephone or snail mail, as follows:

- Resulting in an online purchase (i.e. paid online at the time of purchase)
- Resulting in an invoiced sale (i.e. paid on receipt of an invoice)

Both of these include the ability to, if needed, communicate with us directly via email for guidance on the deals they put together.

Again, the process is simple:

1) SIGN UP as an AGENT

- Complete a Reseller (Agent) form
- You are assigned a 6-digit AGENT KEY which is included in your confirmation email

2) Online sales from your promotional links are identified in the same way as if you were an Affiliate

3) For sales achieved using offline methods

- Notify us WITHIN 7 DAYS of the sale by email, quoting:
 - Your Agent Key (e.g. 1A2B3C)
 - The name, email address and company (if appropriate) of the customer
 - The details of the sale (Course(s) and value)
- These will be checked, verified and the sale credited to you as appropriate



VOLUME DISCOUNTS

These are displayed on the website and give real incentives to your customers for volume purchases. Do not offer multiple courses at the "single" price because our system will revert to the volume prices!

REFUND POLICY

Because of bad experiences in the past, where people have taken courses and then tried to claim refunds, we no longer offer refunds.

This means your commission is protected.

COMMISSION PAYMENTS

Commission Levels

As a launch promotion, we are offering commission payments of:

- [Affiliates and Agents] Online sales achieved from promotional links:
 - ZandaX courses: 50% share
 - Partner courses: 15% share of revenue
- [Agents] Online sales achieved using offline methods (i.e. no promotional links)
 - ZandaX courses: 50% share
 - Partner courses: 15% share of revenue

Partner courses carry a lower percentage because we need to pay our partners!

A full list of current ZandaX and Partner courses, with prices and revenue shares, is available at:

<https://www.zandax.com/zandax-partner-courses>

When you sign up, your **lifetime commission rate** will be the lower of your sign-up rate and the prevailing rate, for as long as you are signed up with us.

Sign-up rates are expected to fall over time as the network grows, so we strongly advise you to sign up **as soon as you can** to protect your lifetime commission.

Commission Levels

Your commission is authorized upon:

- Receipt of payment (not on receipt of order) AND
- Activation of the course

We pay you as follows:

- On the 14th of each month
- For all commissions authorized in the previous month
- There is no minimum payment or "holding amount" so if you only earn \$5 we pay you anyway

Note for UK affiliates/resellers

- If you are a VAT registered UK company, your commission payments are subject to VAT
- If you provide us with a VAT invoice showing your VAT registration number (it will be checked!) we will pay the commission due plus VAT

PERSONAL PURCHASES

The agreement is aimed at increasing our sales to third parties, not yourself.

However, you may purchase for yourself or people in your organization (we call them “purchases”) subject to:

- Two other sales to unconnected third parties having been already been made
- The total value of purchases is less than \$50 or 10% of your total sales, whichever is highest

TECHNICAL DETAILS

When your customer visits our website, we create a database record with a unique Visitor Key and your Affiliate or Agent Key.

Cookies

We use cookies as the first line method to match your referrals to website visitors.

These are “first party cookies” which means that unlike many affiliate schemes, we create them, not a third party platform, so they will be accepted (i.e. not blocked) by major browsers as cookie regulations are tightened.

Each cookie has a life of one year, which means that any sale for the next year will be credited to you. The cookie is “renewed” every time your visitor revisits the website.

Visits From Customers Using Different Devices

If your customer visits our site using another device, our system checks for matches to a number of “touch points” and, where possible, matches them to their Visitor record.

(Please note, this is not foolproof, no matter what other people may tell you, but it helps...)

But regardless of whether someone uses a single device or many, if they visit our site using your link regardless of the device, we will ALWAYS track them.

If they subsequently give us their email address (through a sale, sign-up or similar), we encrypt this and store it against their record too.

This guarantees that any future sales will be automatically matched to your own Affiliate or Agent Key.

Last Cookie Wins

In order to maintain a fair and competitive environment among our affiliates, we operate a "Last Cookie Wins" policy. This means that if a visitor clicks on an affiliate link and then clicks on another affiliate's link at a later time, the cookie associated with the most recent click will take precedence.

And, the commission will be attributed to the most recent affiliate.

So please ensure that your promotional efforts lead to direct and timely clicks to maximize the commission you earn.



SUPPORT FROM PEOPLE, NOT BOTS!

We strive for long term partnerships, and always seek to resolve issues.

If you have any problems, whether it's understanding the process, or tracking a sale, we are happy to help.

Our quality, people-based service applies to everyone – customers, suppliers and partners – which includes you!

Just send an email to support@zandax.com and our team will be on hand to help you. Response time will be from 1 to 24 hours, subject to workload and global time differences.

CANCELLATION OF OUR AGREEMENT

We reserve the right to change these terms in light of experience, but will always give our reasons, and will never do so to gain unfair advantage over you.

The ZandaX brand stands for quality and trust at all levels, with honesty and integrity at the heart of it all.

However, you are of course, free to cancel our agreement at any time, though if you do so, you will forfeit any commissions from qualifying future sales.

You must do this by email to support@zandax.com stating the notice period given. This is a minimum of 7 days and a maximum of 90 days.

We will, however, cancel the agreement immediately should we identify any evidence of a lack of trust. These include, but are not limited to, mis-selling, provision of false information, and use of the scheme for personal purchases above the minimum levels given above..

Cancellation by either party should be made, by email, and the cancellation will be effective

If you do not generate any visitor activity for a period of 6 months, your agreement will be reviewed and be liable to cancellation. We will email you about this, and will happily grant you a 3-month extension if you reply to our email requesting one.

Subsequent inactivity for three months may trigger the process again, and if you continue to request extensions, they will usually be given without question.

YOUR DASHBOARD

After sign-up, you will get access to the ZandaX Reseller Dashboard, where after inputting your code and password, you can run the following reports:

- Visitor Activity
- Sales Activity

These are grouped into monthly blocks so it's easy for you to see how many visitors you have brought to us, the sales you have generated, and the revenue share you have earned.

Good luck with your activity and let's commit to a long-lasting and mutually beneficial relationship!