



Loaded
Resellers
Program.



Loaded
Inspiring Hospitality Software

loadedreports.com





Enabling hospitality businesses to thrive.

If you're an existing supplier to the hospitality industry, you could be eligible for our reseller programme. Our model makes it easy for POS professionals, resellers and advisors to:

- + Grow subscription revenue while adding value to your existing clients;
- + Reduce time consuming support cases, caused by complex POS based inventory management systems;
- + Build further credibility with customers by introducing them to a software solution that will help them grow their business and increase their profitability;
- + Stay ahead of your local competition.

Reseller Benefits

Earn up to 25% commission for life

We'll refer qualified leads in your area

You own the client relationship

Listing in our partner directory

Certified reseller marketing assets provided

Access to events and content to grow your business

Optional joint marketing funding



Hospitality needs help.

Most hospitality owners take a significant risk to start their business. They usually get into the industry because they have a passion for food, beverage, design, hospitality and looking after people. Despite working extremely hard, many owners don't get the results their efforts deserve.

Their dreams of running a thriving, high-energy business are replaced by the reality of long working hours and a huge amount of unanticipated stress.

We believe most hospitality businesses can be turned around through a combination of smart technology, great relationships, education and support. Our goal is to help owners deliver better commercial results with less stress and happier hospitality teams.



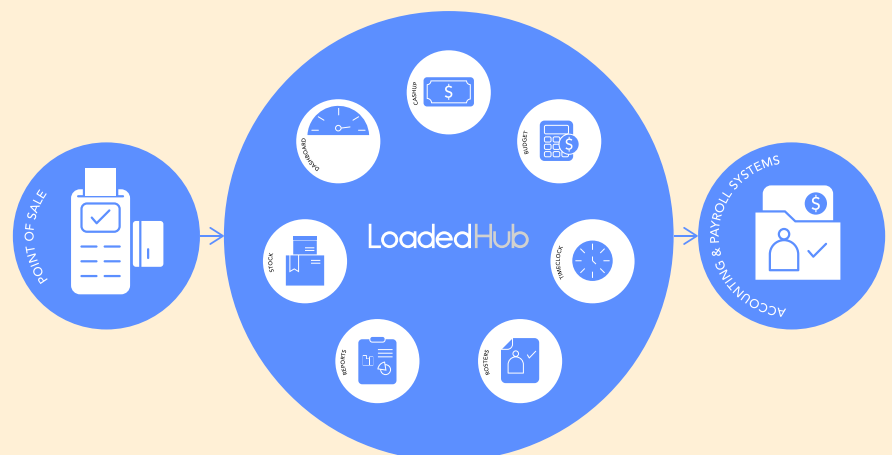
Let's work together to make an impact.

Our partners play a crucial role in helping us make a positive impact on the industry.

The relationships and trust your customers have in your business is crucial to the ongoing success of their business. If your company is serious about helping create a better hospitality industry we would love to work with you.

The Loaded Hub

Loaded is a software hub designed to make it easier for owners and managers to run their hospitality business. Our software makes it simple to monitor and manage **revenue, labour and cost of goods**. It has been specifically designed and tested with hospitality owners and teams in mind to make their jobs and day-to-day operations much easier and more enjoyable as a result.



Loaded offers specific modules within the hub to help customers understand their current business performance and the tools to manage and improve the outcomes. We're working on opening the platform to the wider hospitality technology industry to make more value-add solutions available to hospitality owners as part of the Loaded EcoSystem.



What our customers say.



Bjorn Peterson
Owner | Woody's Surf Shack

★★★★★

“We have always struggled to feel completely on top of our stock and labour management, and were stoked to finally find a product built by hopsitality operators which works exactly the way it should and has ended up helping us save a stack of money in the process”



Liz Perkins
*Business Coach
The Hospitality Company*

★★★★★

“Highly recommend. I used loaded reports in my business and the changes made on COGS and wages were far beyond anything I had imagined. I went from 38% COGS to 29% in 12 months and onto 27.5% in the following years. Better yet, it was so easy to teach that my team used it more than I did in the end. I now coach others in our industry and recommend it to all my clients. Hands down the biggest cost reduction lever available.”



What our current Resellers say.



Scott Morrison
Otago Business Equipment
Reseller Otago
Queenstown Lakes

“We were initially introduced to Loaded by one of our existing customers. Once we saw what they were able to achieve with their labour and stock management we were excited to roll it out to a significant number of our existing customers and even more excited with the results they achieved.”

★★★★★

“The major benefit for me personally is that Loaded takes care of all of the stock support, which is often where our most time-consuming support requests come from.”



Loaded Reseller Tiers.

	BRONZE	SILVER	GOLD
Partner commission	15%	20%	25%
Total customers	3+	20+	40+
Customers past 12 months.	3+	10+	15+
Training requirements	One team member has completed Loaded onboarding and training.	All sales team members that deal with customers have completed onboarding and training and annual refresher sessions.	All sales and support team members that deal with customers have completed onboarding and training and annual refresher sessions.
Onboarding	Agreed onboarding workflow completed for each customer.	Agreed onboarding workflow completed for each customer.	Agreed onboarding workflow completed for each customer.
Loaded website	Listed as a reseller on Loaded website.	Listed as a reseller and linked to joint landing Page.	Listed first in territory and linked to joint landing page. Video can be included on page by reseller.
Resellers website	Loaded listed as an official partner using approved assets and copy.	Loaded listed as an official partner using approved assets and copy.	Loaded listed as an official partner using approved assets and copy. Video provided by Loaded.
Email marketing		Complete one annual email marketing campaign to resellers existing customers.	Complete six-monthly email marketing campaign to resellers existing customers.
Marketing collateral		Display approved Loaded marketing collateral in showroom if applicable.	Display approved Loaded marketing collateral in showroom if applicable.
Exclusivity to Loaded		Recommend Loaded exclusively in the Hospitality Operations Management and Stock Management niche.	Recommend Loaded exclusively in the Hospitality Operations Management and Stock Management niche.
Exclusivity to partner			Loaded sales and support team will recommend gold partners in a territory.
Marketing Fund		Loaded will co-fund 30% of agreed lead generation initiatives.	Loaded will co-fund 50% of agreed lead generation initiatives.



Frequently Asked Questions.

Is becoming a Loaded Reseller time consuming?

There is a level of commitment in that you need to refer at least three customers per year to Loaded and you are required to complete our onboarding training so that you are confident in everything Loaded offers. However, the program itself is relatively low-touch as Loaded Resellers are not required to provide setup or support services unless they wish to. The Reseller Program is designed for people who wish to spread the word about Loaded, earn ongoing commission, and/or provide contacts and clients with added value to their current technology setup.

What's the process for referring a customer?

As a reseller you will be assigned a Loaded partnership manager who will work with you on a referral process that best suits your business to give you confidence that your client will be looked after properly.

Does Loaded provide support to my customers?

This is up to you. If you are happy providing a full support service for your client they can come directly to you or you can have your client directly deal with our Loaded support team. A favourite benefit of a number of our Reseller partners is that when they switch a client to Loaded stock management, they no longer have the complications and time-consuming requirement of assisting a customer with stock support.

Will I have access to my client's Loaded account?

This is up to your client. We only provide account owners with access to their Loaded account. Account owners are responsible for setting up additional users. During onboarding we also demonstrate how to set up an account on behalf of your customer if they would like you to take on that role in their business.



Ngā mihi nui

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