



SIYANDZA RESELLER PROGRAMME INFORMATION SHEET



WHO ARE WE?

Siyandza is an educational technology company that delivers integrated organisational learning and engagement solutions, combining customisable, user-friendly e-learning platforms with dynamic, interactive e-learning content. We provide channels to market through e-commerce and digital marketing solutions.

As a truly South-African company all the products and services are developed and delivered from our head-office. Our solutions are conceptualised and owned by Siyandza. The company is based in Johannesburg, South Africa. Our team is dynamic and creative, focused on technology-based solutions that enhance user experience and deliver tangible learning and engagement outcomes.

Siyandza has developed teams of people from the learning and development environment who have become leaders in learning, user experience and e-learning content methodology and creation.

Our mission is to enable organisations to learn more effectively by creating dynamic technology-based learning management systems.

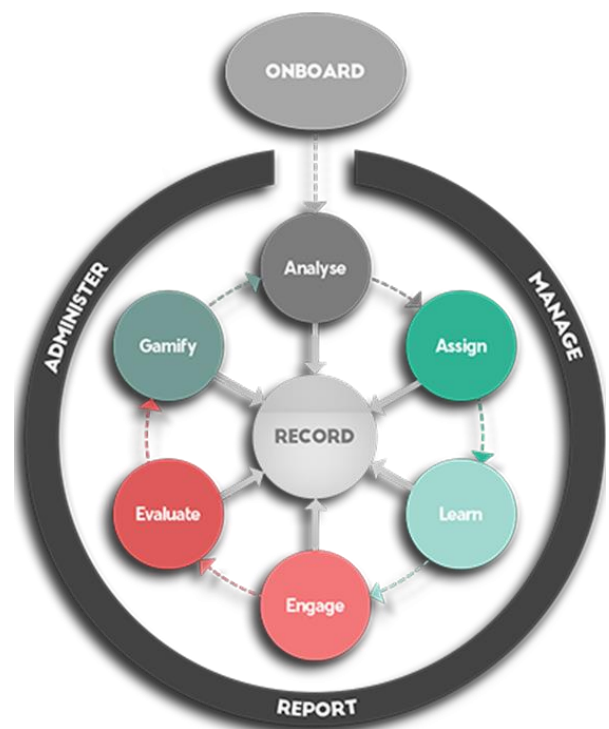
OUR PRODUCTS

Evolution Learning Platform (ELP)

Siyandza's comprehensive learning management system (LMS) – the Evolution Learning Platform (ELP) - is designed to meet a range of learning and development needs.

A learning management system (LMS) should do more than manage or administer learning, it should enable a learning experience which is fun and effective.

Siyandza's ELP connects the best solutions and technology together into a single learning platform. Our platform is suitable for any organisation, whether you require a basic online system or a customised platform integrated with multiple systems





PURPOSE OF THE RESELLER PROGRAMME

Through the Reseller Programme, Siyandza aims to:

- Build a business development network of like-minded e-learning professionals.
- Identify and accredit individuals and companies to on-sell Siyandza's ELP and supporting services like e-learning content development.
- Develop broader awareness of the ELP and its potential to support learning and development.
- Work jointly with entrepreneurs to increase the use of South African developed learning management systems.



FIVE REASONS WHY YOU SHOULD BECOME A RESELLER

- Join a fast-growing learning technology business development network.
- Benefit from considerable discounts on Siyandza technology and services.
- Save time and effort through access to detailed documentation and presentations.
- Participate in product development and enhancing Siyandza's ELP and services.
- Join onboarding and training sessions and have access to technical and sales support



WHAT IS EXPECTED OF OUR RESELLERS?

- Undergo onboarding and training to be accredited by Siyandza to sell the ELP and related services.
- Provide Siyandza with leads for our mailing list.
- Call and engage directly with potential clients.
- Set up demos and meetings that you will attend with Siyandza staff.
- Advertise the ELP on your website and social media platforms, using content approved by Siyandza.
- Present the ELP at workshops and conferences, with Siyandza's permission.
- Provide implementation and customer support in selected cases.



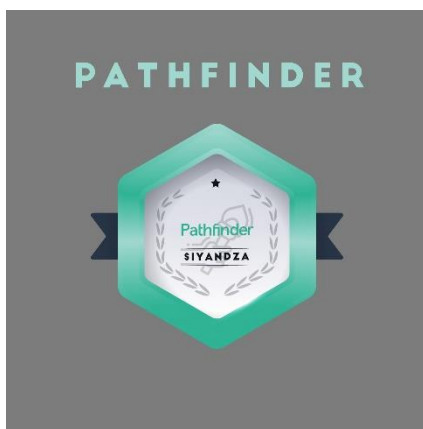
WHAT ARE THE BENEFITS FOR OUR RESELLERS?

- Have access to products and services that you can sell in the market.
- Be provided with training and technical support to ensure that you are equipped to sell effectively.
- Earn commission for each sale.
- Don't need to invest directly in product development.
- Contribute ideas to Siyanza for enhancing the ELP, digital materials and our mobile application.
- Independently engage with content partners to use the ELP.



OUR RESELLER PROGRAMME HAS THREE LEVELS

The Pathfinder Reseller is entering a discovery phase as you build a relationship with Siyanza through scouting for new opportunities and projects.



- Building a relationship with Siyanza – this is the starting point for all our Resellers.
- Market Siyanza's ELP and our e-learning material development capability.
- Introduce the ELP to your contacts, clients, partners and friends.
- Scout for marketing contacts for Siyanza.
- Invite Siyanza to demonstrate the ELP to potential clients.
- Assist in negotiating the sale of the ELP for 12-36 month periods.

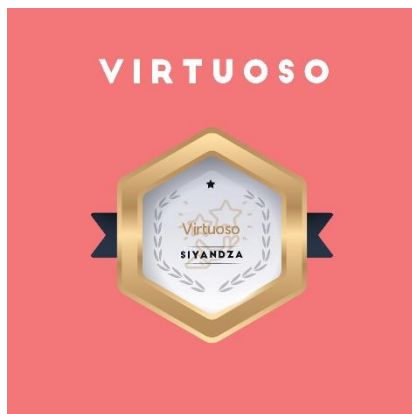


The Highflier Reseller is a proven partner that has enabled Siyandza to reach new clients and has earned recognition for your achievements.

- Have enabled Siyandza to contract with at least three new clients.
- Can now support not only the selling of the ELP but also provide project implementation and customer support.
- Continue to market ELP and set up demos for Siyandza.



The Virtuoso Reseller is knowledgeable about Siyandza's ELP and services as well as other disciplines. You are Siyandza's most experienced and elite Resellers.



- Contract directly with clients in your company name and use the ELP to implement training projects.
- Provide customer support directly to clients.
- Ensuring ongoing on-selling and maintaining good customer relationships.



WHAT ARE RESELLERS EXPECTED TO CONTRIBUTE?

- Your own time and effort for marketing and sales.
- Travel to potential clients where on-site meetings are required.



EARNING POTENTIAL

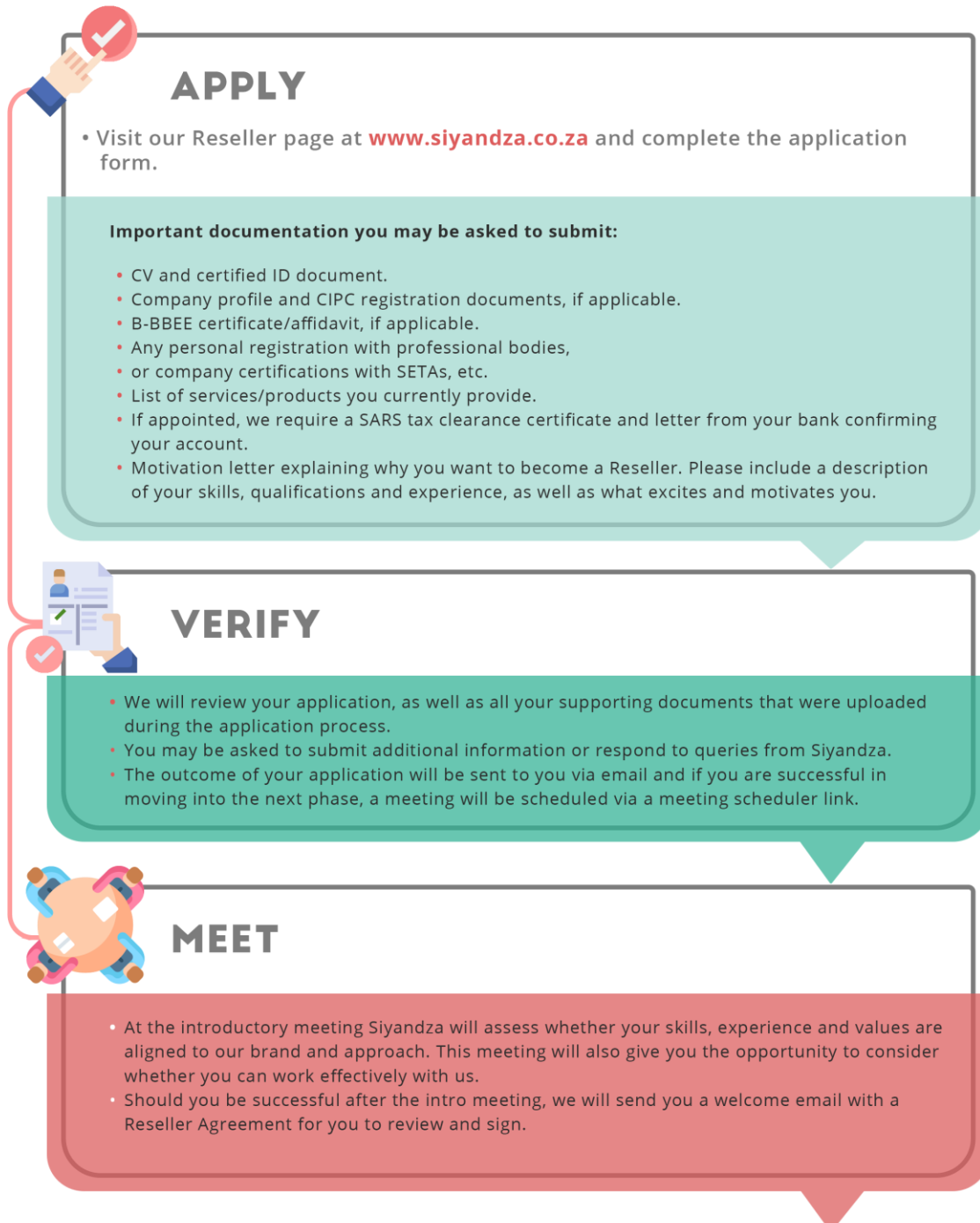
As a Reseller you will earn:

- A once-off introduction fee for giving us contact details for the client, where Siyandza does the engagement and follow-up (makes the sale).
- A percentage fee for successful sales of the ELP, earned monthly as Siyandza is paid.



- Where the Reseller is actively involved in client management and project implementation, a specific fee will be costed into the client budget and contract and paid accordingly.

INTERESTED? HERE IS WHAT YOU NEED TO DO...





LEARN

- You will receive access to our ELP and be assigned to a course that showcases the features of our ELP and related services.
- This will enable you to prepare for the training session, take notes and write down any questions you may have.



ONBOARD

Training

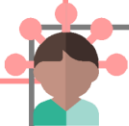
- As part of the onboarding process, we will provide you with training to fully understand our ELP and related products and services.

Accreditation

- You will receive an accreditation certificate, that can be authenticated.
- You will also receive a Siyandza stamp/seal of accreditation to add to your website.
- You will be added to our website as part of our Reseller team.

Marketing Collateral

- Marketing collateral will be shared with you, for you to post on your social media platforms and website.
 - Includes digital marketing.
- Presentation templates (Services / ELP) will be provided.
- Demo presentations.



ENGAGE

- Bi-weekly meetings will be scheduled with management team to provide updates, discuss opportunities, issues and/or suggestions.
- Annual workshop will be held to discuss any feedback and engage on strategy.
- Monthly update report is expected to be sent to Siyandza detailing all activities such as;
 - Meetings held.
 - Demo's scheduled / conducted.
 - List of communication / engagement of potential clients.
 - Planning.
 - Any other items relevant to the partnership.

Please note: Siyandza reserves the right to appoint the individuals or companies that we believe are best suited to be effective partners to our business. We are not under any obligation to provide reasons for not appointing an applicant.