



## Starting as a Premium Reseller

MWS Premium Resellers are specifically for anyone who aspires to build a B2B business. The Premium Reseller Licensing program is designed to cater for start-up first time entrepreneurs as well as established companies.

### Who Is Best Positioned to Succeed as a Premium Reseller?

It is essential that the Premium Reseller has some exposure in sales and marketing of products or services. Generally, people with established network and contacts within the corporate sector would benefit from quick and effortless kick-start.

People who work in fields related to human resource, sales, marketing, training, learning, communication, and similar fields will find. It is easy to enter the training field using many of the skills they already possess. This includes:

- Corporate trainers
- Human Resource Practitioners
- Life and business coaches
- Consultants, authors and speakers
- Line Managers
- Communicators
- Entrepreneurs
- HR based businesses

### How Much Money Do I Need to Start a Training Business as a Premium Reseller?

This again varies by a number of factors. Start up costs ranges from USD 2,000 – USD 15,000.

You may want to consider an office for your business. You may choose from an offsite shop lot which is rentals are quite reasonably priced. You may also need to take into account your monthly operational costs as you begin to build your business. If you choose not to have an office front, we will also allow you the use of the MiniWorkshopSeries HQ address and contact information on your name card.

The other aspect that may require significant amounts of money is the sales team that you will need to sell and market the product and services.

MiniWorkshopSeries offers you a model that makes much easier for you to start your training business. We not only provide you with a wide range of products and services to offer your clients, but a proven model of how to manage and run a successful and profitable training business.

[Contact us now] to have a free business assessment session.

### What are the benefits for me to sign up as an MWS Premium Reseller?

- Reputable and internationally recognized brand
- Wide range of products and services
- Continuous Intensive sales and products for your team
- Proven business model
- Low investment and high profits
- Marketing and Sales support
- Business Planning sessions

## What are the MWS Products and Services that I can offer?

MiniWorkshopSeries offers a comprehensive licensing option and a wide range of products and services:

1. Public Programs: as a Premium Reseller who will be able to sell MWS workshops conducted by MWS Learning Hubs. This caters for clients that want to experience the MWS workshops publically.
2. MWS Licensing Options to offer to both the organizations and individual trainers.
  - a. MWS Licensed Trainer Professional / Essentials
  - b. MWS Trainers Kit,
3. In house workshops and programs: some organizations would like to have training workshops organized specifically for their own workforce.

## How Do I Get Clients for My Training Business?

You will need to market your training business in order to get clients. You can do this in many ways:

- You need to print your business cards with the name of your business and contact information.
- Product and Service Familiarization: make sure you take the time to train your sales team and yourself on the features, benefits, advantages, etc.
- Lead Generation Strategy: MWS team will work closely with you on your lead generation strategy and identify the hot industry sectors you can work on
- Hot Contacts: Start always with your hot contacts, list down all the people you know in the industry.
- Referrals: ensure that you get referrals from your clients and friends
- You can join local business and social communities and groups and inform them of your services,
- Contact all businesses within 100 miles and make them aware of your new business and what you offer.
- Internet Presence: MiniWorkshopSeries website will post your profile. You don't really need to have a separate web site to start your training business. But if you want to do that it is one more way to show your professionalism. However, you don't have to worry about a web site the first day you are in business.
- Exhibitions: You may consider establishing yourself by joining trade exhibitions.
- You may use direct marketing to reach local businesses with a letter and a brochure. This might be costly and you will need to follow up to be effective.
- You should take advantage of the free marketing potential offered by new web 2.0 technologies, particularly social network platforms such as LinkedIn, Facebook, Twitter, and others. LinkedIn is the most respected professional network used by many business people. Add your profile there and start connecting to people, join groups, and keep updating them on what you do

## How Much Should I Charge for the MWS Products and Training Services?

- MiniWorkshopSeries Products and Services have a controlled pricing across the region or country. This is to ensure fair competition amongst the MWS Partners.
- MiniWorkshopSeries operates on minimum chargeable professional fees. And it may vary from region to region, so please check with your MWS Country Representative.
- The key thing is to know your strength, the market and your clients.
  - What are the demographics of clients you are targeting?
  - You can position the products and services with your value added recommendations and consulting services
  - Many of the MWS Premium Resellers provides other value added services, eg. organizing the event venues, f&b, etc.
- The product and licensing margins are fixed, while the MWS Licensed Trainers [Pro] fees may vary depending on their experiences and expertise. [although there is a minimum fees fixed]

## How does becoming an MWS Premium Reseller Help Me Start or Expand My Training Business?

**Being an MWS Premium Reseller gives you the following advantages:**

- You will gain the advantage of associating with a reputable global training company that offers the most innovative training programs needed by organizations today. Just take a look at our web sites to get an idea of the wide range of our capabilities, products, and services.
- You will be entitled to use your MWS Premium Reseller designation and logo to promote yourself and your services.
- You will also receive ongoing intensive product and sales training.
- You will be in business for yourself, but not by yourself. You will enjoy continuous business coaching sessions with our well trained business consultants to help you optimize on your sales and profitability.