



Start Selling TradeGecko in 2016

TradeGecko Partners

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01

COMPANY OBJECTIVES

TradeGecko - Who are we and
what do we do?

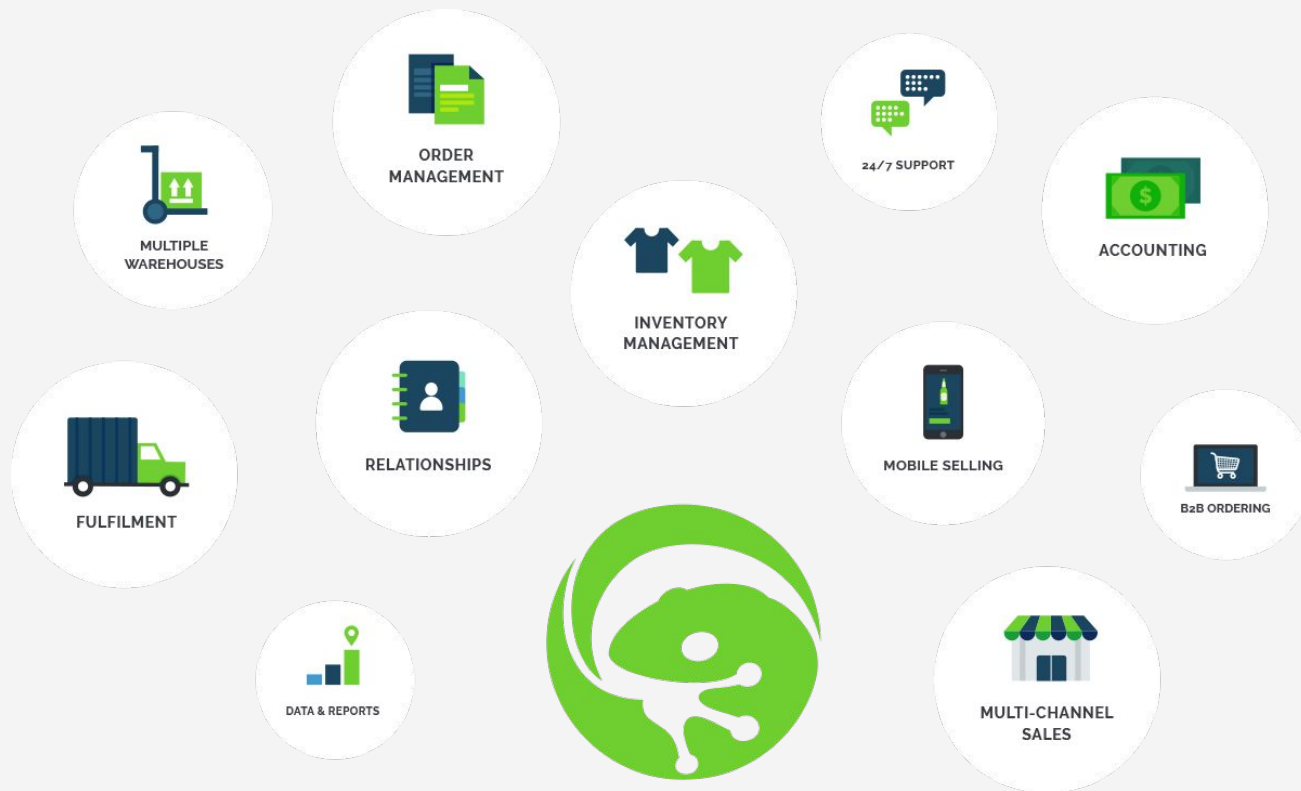
A little bit more about TradeGecko

Founded in 2012, headquartered in Singapore and with customers in over **80 countries**

80+ employees, **19** nationalities, **2** offices

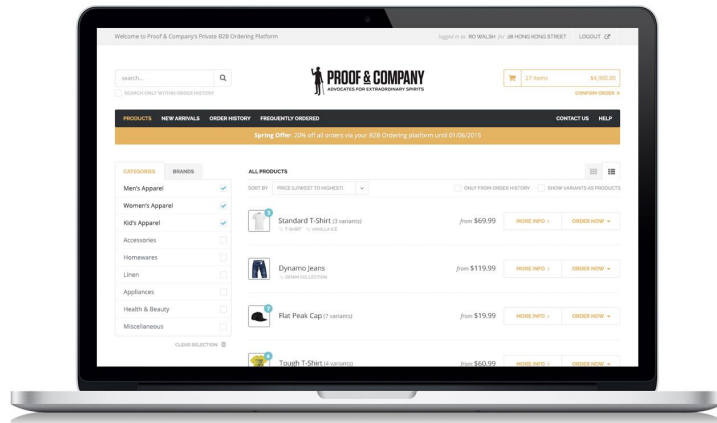
Partner with us - [**https://www.tradegecko.com/partners**](https://www.tradegecko.com/partners)

The tools that TradeGecko offers



TradeGecko Essential tools: B2B eCommerce Platform

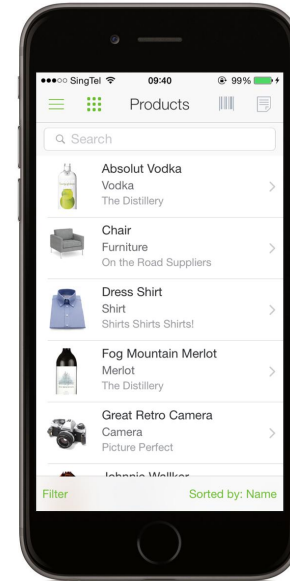
01. Invite your wholesalers customers to a **private store**
02. Allow them to place orders **directly** at their price list
03. Orders come directly into **TradeGecko**
04. Clients can **track** invoicing and shipping status















TradeGecko Essential tools: iOS app

01. Perfect for **sales reps**
02. Place orders **on the go**
03. **Display** your catalogue beautifully
04. Orders placed directly into

TradeGecko



A key focus: we partner with the best cloud apps

02

MATCHMAKING

The Types of Businesses
TradeGecko Works Best For

The types of people we love

01

eCommerce Businesses

02

**Wholesale Business -
TradeGecko Focus**

03

Direct Sales Teams

04 Hybrid



e-Commerce businesses are **focused**
on selling retail, online.

eCommerce businesses

Who are they?

- Young, growing, and riding on a wave of success
- Established retailers looking to build an online presence
- Brand focussed, want a great website, and presence on social media
- They are big on brand loyalty and repeat customers
- Large number of small orders

Selling Challenges

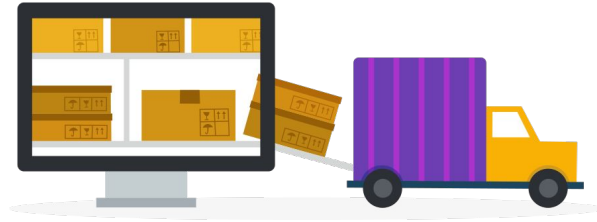
- They are too young and don't feel the need inventory management software
- Selling via a channel that TradeGecko does not integrate with
- Have little to no processes set up
- Have a sharp focus on the customer experience and how the new system affects customer communication

TradeGecko Triggers

- Want insights into cost and profits per order / customer / time period
- Their wholesale business is gaining traction
- Starting selling on Amazon or a second e-commerce channel
- Getting killed by spreadsheets

How can you help?

- Start tracking costs and profits by integrating purchase orders and inventory tracking
- Integrate their wholesale and ecommerce channels so they can sync and maintain one true level of stock
- Manage and track their inventory, orders and shipments online, so that their inventory data is always online and always available



Wholesalers are focused on **selling to and growing their wholesale network.**

Wholesalers

Who are they?

- Strong presence offline, invisible offline
- **Often** brand agnostic, and will sell the brand or products that makes them most money
- Foster customer relationships
- Business savvy - they are interested in knowing their profits, margins, etc.

Selling Challenges

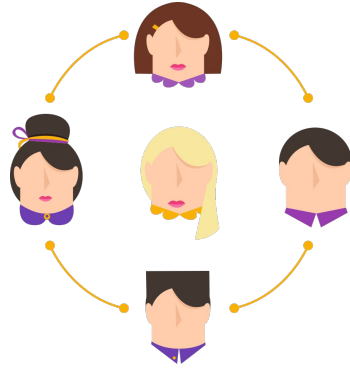
- They will not find you online. You need to find them.
- They want you to 'fix their car while it's running'
- You don't just get their CEO on board, you need get their heads of sales, operations, finance... on board
- Their product, customer, and historical data is all over the place

TradeGecko Triggers

- Feel the need to start building an online presence
- Find it challenging managing their wholesale network CRM, orders and inventory
- Have a growing team of sales reps, that they need to manage, pay, and report on
- Their growing teams of sales, logistics and operations are finding it challenging communicating to each other

How can you help?

- Start building their online brand and wholesale presence
- Allow them to take orders on mobile when away from office or at events
- Real time communication and collaboration between sales and logistics
- Quickly get insights on their business - which product lines are selling well and which customers are lucrative, etc.



Businesses with direct sales teams have sales reps that are **on the move and directly selling to customers**

Direct sales teams

Who are they?

- They operate a competitive sales environment with reps that own certain customers or territories
- Reps have targets and are paid on a commission basis
- Reps recommend products based on customer requirements and current availability

Selling Challenges

- Their sales reps represent a number of other companies and may be using other apps or devices
- Their sales reps are on the road and may not be at the same place for training
- There is a capital investment required to equip their sales team with mobile devices
- They have CRMs that they are actively using and need to integrate with

TradeGecko Triggers

- They have a team of sales reps that are growing
 - Their reps have trouble recommending products due to out of stock issues
 - Their reps find it hard to communicate customer order information to operations and logistics
- New product lines take time to send and educate reps on

How TradeGecko helps

TradeGecko helps them:

- Provide their sales reps with a tool to manage their customers, and place orders on the go.
- Execute a competitive sales environment, and easily report on rep performance.
- Manage stock handed over to them (if need be).
- Give their logistics team a live view of new orders placed, and can easily create backorders for out of stock items.

TradeGecko Tools

TradeGecko tools

		Desktop App	Mobile App	B2B eCommerce Platform
Hybrid	Online Businesses	<ul style="list-style-type: none">• Track and manage your shipments.• Gain insights into top performing product lines, SKUs, and market segments.	<ul style="list-style-type: none">• Show off your catalog at events, trade shows, or when meeting customers.	<ul style="list-style-type: none">• Grow your wholesale presence while keeping this in sync with your retail sales
	Wholesalers	<ul style="list-style-type: none">• Manage the pick, pack, and ship process for your wholesale customers.• Gain insights into top performing product lines, SKUs, and market segments.	<ul style="list-style-type: none">• Great to show off your catalog at events, trade shows, or when meeting customers.	<ul style="list-style-type: none">• Allow your wholesalers to place orders automatically, online.
	Direct Sales Teams	<ul style="list-style-type: none">• Report and track your sales reps and their activity.	<ul style="list-style-type: none">• Empower your sales reps to see real time stock levels, make better sales decisions, and place orders on the go.	<ul style="list-style-type: none">• Get your wholesale customers to place orders directly online.

03

FOCUSING ON YOUR BUSINESS

Red flags and identifying
them early

Making sure your client is a good fit

TradeGecko does not work well for:	TradeGecko works well for:
Businesses that sell perishable or unique goods	Small and medium businesses that are looking to scale
Don't track serial numbers	Up to 200 orders/day
Don't track expiry dates	Up to 10,000 SKUs
Manufacture the products they sell	Businesses that have outgrown spreadsheets, CRM or a homegrown system and are looking towards the cloud

04

FOCUSING ON YOUR BUSINESS

Partner with TradeGecko

Ensuring the best TradeGecko experience for all your clients

Discover

Your client seems like a fit for TradeGecko and you advise them to sign up for a trial.

Assess

Our sales team works with them to understand if TradeGecko is the right fit.

Support

Your client receives an account manager to help them on board, and they get access to 24/7 support.

TradeGecko's Advisor Program

Refer your clients to TradeGecko, and make money!		
Just refer your client, and we take care of the rest!	Free Partner Portal login	Scaling referral bonuses
Free access to Advisor learning portal for TradeGecko and integration training	Advisor Logo, Advisor Listing, and Partner Marketing Resources	Access to sales and implementation resources

Sign up: partners.tradegecko.com



Sign up at <https://www.tradegecko.com/partners>

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