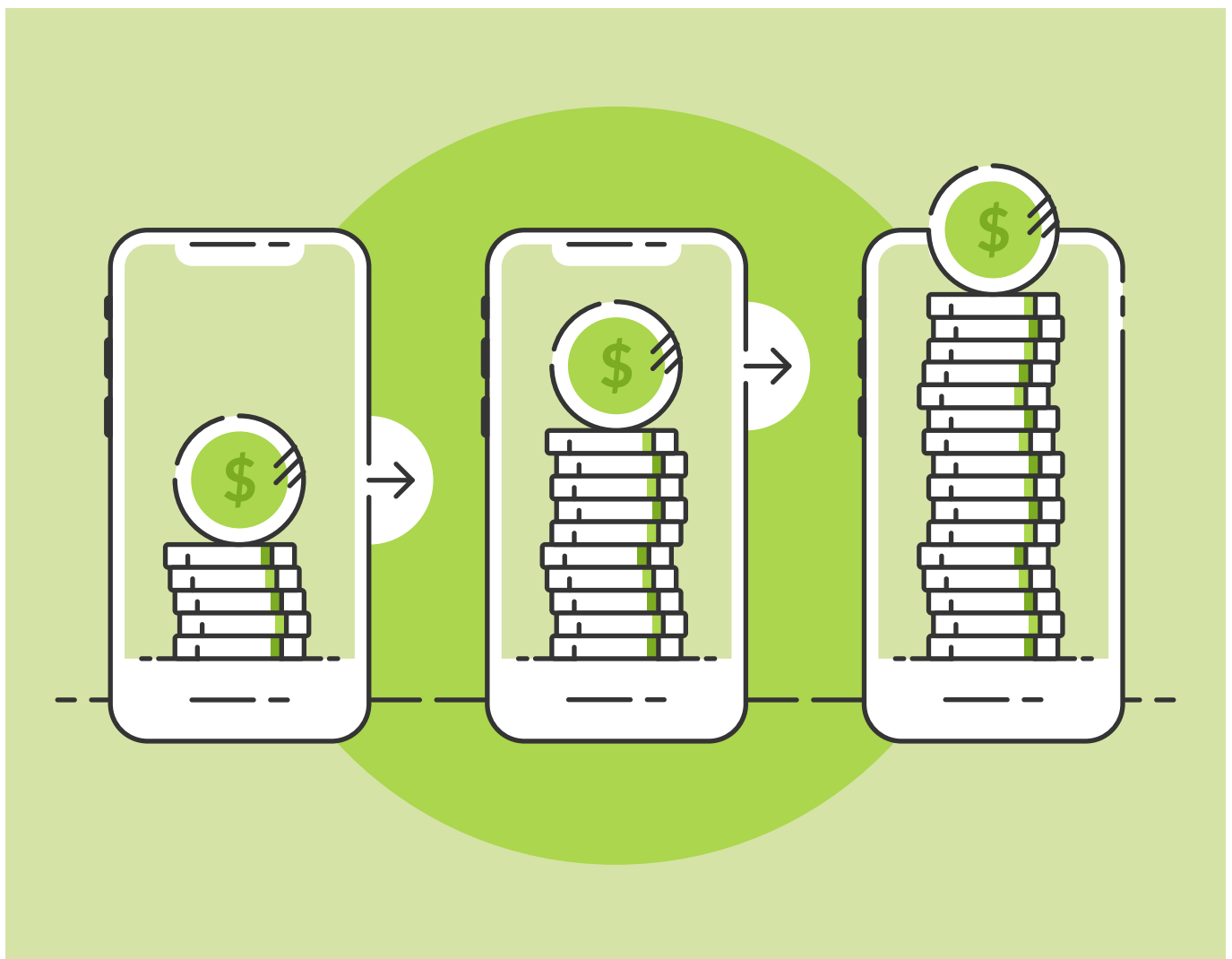


THE SEVEN-STEP APP RESELLER PROGRAM: **BUILD A \$50K RECURRING REVENUE BUSINESS IN 12 MONTHS**





The ubiquity of smartphones means that many organizations, even small ones, can benefit hugely from their own mobile app.

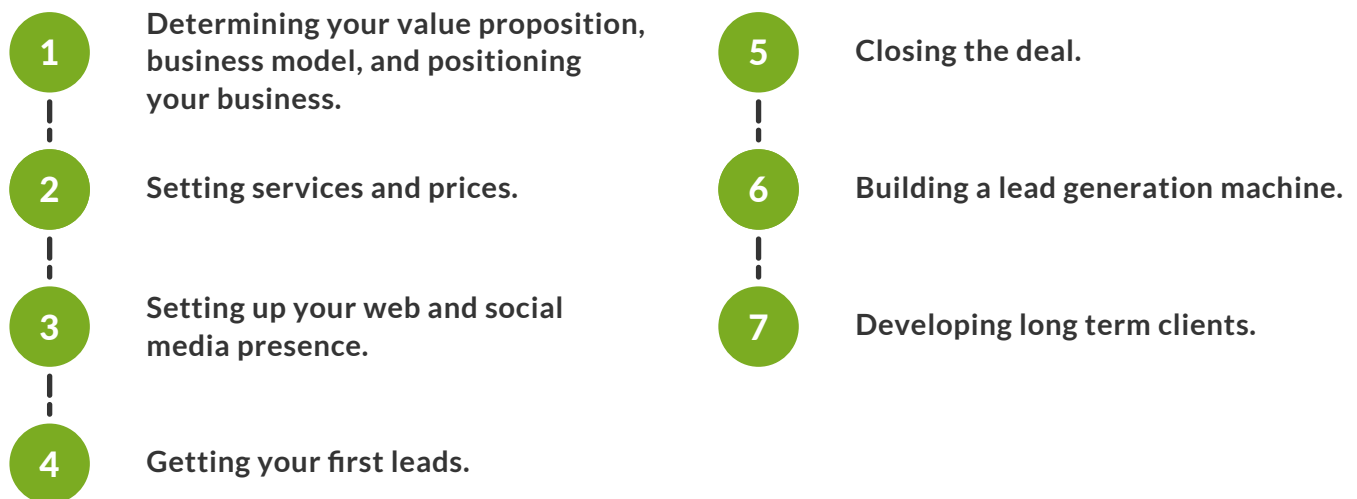
While websites are easy to build using any number of online providers, the app-building market is not as mature. There simply aren't as many easy-to-use options small businesses have to create an app.

We believe this provides an opportunity for people with great business and selling skills to become AppInstitute white label sellers.

In this article, we'll go through all the steps businesses need to take to create a successful app reselling business. These are guided by David Hall, who manages AppInstitute white label resellers, and Michael Barnett a top AppInstitute reseller.

THE SEVEN-STEP APP RESELLER BUSINESS PLAN

Based on information from David and Michael, we have broken the process of creating a reseller business into seven distinct steps. These are:



The information in these steps will provide everything you need to get started with a white label business.

We've organized these steps in order of when we think each task should be done.



STEP ONE: DETERMINING YOUR VALUE PROPOSITION, BUSINESS MODEL, AND POSITIONING YOUR BUSINESS

The first step most resellers should take is to think about the positioning of their business and the value they offer.

Key to this is choosing a niche. While you may think that being a generalist will lead to more opportunities, for most businesses, it will be easier to gain a position in the market by picking a specific niche.

When choosing a niche, there are several points to consider.



DO YOU HAVE KNOWLEDGE OR CONTACTS WITHIN THE NICHE?

It can be a huge boost for new businesses if you already have contact within your target industry.

Michael Barnett used his contacts within his local area's swimming association to sell apps to swim schools. He was able to bring in significant revenue using this network.

Additionally, industry experience shows you know the struggles prospective clients are facing. This can help you talk about industry-specific pain points in sales meetings and marketing material.

Someone who has recently worked in the restaurant industry is more likely to know the problems faced by restaurateurs.

WILL AN APP ADD VALUE TO BUSINESSES WITHIN THE NICHE?

You may be surprised at how many types of business are interested in using apps to grow. In 2019, businesses from 35 different industries signed up to build apps with AppInstitute. Here is a look at the top ten.

1. Takeaway
2. Radio Station
3. Restaurant
4. Schools
5. Coffee shops
6. Local directories
7. Online stores
8. Night clubs
9. Churches
10. Salons



Businesses within any of these niches gain great value from apps. Takeaways, for example, can use AppInstitute’s in-app ordering feature to offer delivery services that help them compete on a local level with the likes of Just Eat and Uber Eats.

Meanwhile, restaurants, coffee shops, and night clubs benefit from loyalty programs and the ability to accept bookings.

However, they aren’t the only industries that benefit from an app; you can pinpoint ways the industry you plan to target will benefit from an app. If you can’t see how an app will help, it will be much harder to convince business owners to sign up to your product.

When thinking of a value proposition, take a look at some of the sales guides on our [resellers website](#). These packs provide resellers with information they can use to show customers how and why they can benefit from an app.

When you’re thinking about an industry, you must be able to answer these questions clearly:

1 | What pain will the app remove?

2 | How will the businesses get value from an app?

3 | Why is an app the best way to derive this value?

4 | How easily is the value quantified?

5 | Why are you well placed to sell into this niche?

6 | What three routes to market will you use?

7 | What will be the key objections from prospects?

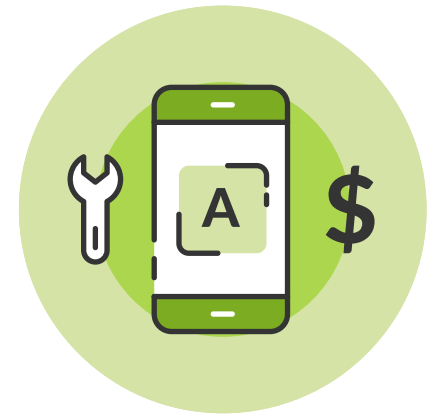
8 | How will you answer those objections?

STEP TWO: SETTING SERVICES AND PRICES

Once you have found a niche, the next step is to set the services and the prices you offer.

Setting specific product packages is important because making it clear to customers what they are signing up for can help them make buying decisions. With an app reselling service, your main product is the app. However, you should also talk about extras you offer. For example:

- Publishing the app to the App Store and Google Play.
- Creating listings for these app marketplaces.
- Education and training about how to use the app.
- Post sales services and support you provide.



Setting prices is a critical part of the business. Go too high, and you may struggle to show how the value you provide correlates with the high cost. Go too low, and you may struggle to make your business profitable.

David Hall told us about another issue that customers experience when they price too low.

“ **When resellers price too low, they often attract the wrong type of customers. Ones that don't really value the service, subsequently don't use it properly and ultimately churn.** ”

HOW TO PRICE YOUR SERVICE

Many SaaS products choose to price their product using the **10% rule**, a concept where the price of the product is 10% of the value it delivers. If you think an app has the potential to add

15 extra bookings per month to a small salon, and you know that the average price per booking is \$75, you would price the app at \$112.5 per month.

This method of pricing means that you can get higher potential returns by going for niches that bring in more revenue. The downside is that by basing the price on ROI, your customer will expect your app to provide specific results. If your ROI calculations are off and your app doesn't deliver, you will be left with unhappy customers.

When pricing also think about your own ROI, and if you are planning to offer a lot of support and extras make sure you include those in the prices – don't make the common mistake of setting low prices and making bad margins.

A final thing to consider when pricing is what competitors are charging. Searching on Google for other app developers will give you a good idea about what companies are willing to pay for a product similar to the one you are offering.



APPINSTITUTE RECOMMENDED PRICING

To make pricing easier, AppInstitute provides all our resellers with a suggested pricing template that they can use in their marketing materials.

| | MOST POPULAR | |
|--|--|--|
| PWA | App Store | App Store + |
| \$70* /monthly | \$150* /monthly | \$199* /monthly |
| Save 30% with our annual plan 1 Year: \$588 billed annually | Save 30% with our annual plan 1 Year: \$1260* billed annually | Save 30% with our annual plan 1 Year: \$1670* billed annually |
| | Everything in PWA, plus: | Everything in App Store, plus: |
| Progressive Web App (Mobile and Tablet) | Google Play Store Listing for Android* | Apple App Store Listing for iPad |
| Customer Management | Apple App Store Listing for iPhone* | Professional App Store Review and Submission Service |
| Custom Domain | Apple App Store Optimisation | Priority support |
| Instant Updates | Professional App Store Review and Submission Service | Managed App Solution |
| Secure URL | Geo-Location Push Messaging | Integration Support |
| Email and Live Chat Support | Scheduled Push Messaging | Dedicated Account Manager |
| App Analytics | Audience Segmentation | White Labeled App |
| Reporting | Secure Messaging Centre | Unlimited Downloads |
| Social Push Sharing | 10,000 Downloads (per month) | Unlimited Push Notifications |
| | 10,000 Push Notifications (per month) | |

There are three price points. The cheapest costs \$70 per month and provides the customer with a fully functioning Progressive Web App. These users will also get a custom domain and some support.

The second (and most popular) tier costs \$150 per month and includes everything in the first tier plus the addition of app marketplace listings and optimizations, as well as extra features such as push notifications and secure messaging.

The final and most expensive tier costs \$199 a month and has benefits including a dedicated account manager and unlimited downloads.

Of course, as a reseller, it's up to you what packages you offer. Consider the packages and pricing that is most likely to resonate with your niche.



STEP THREE: SET UP YOUR WEB AND SOCIAL MEDIA PRESENCE

The next step is to set up your web and social media presence.

At AppInstitute, we have found that our resellers get most of their sales through in-person connections and cold calling rather than an inbound marketing strategy. Mainly because it can take businesses a lot of effort to set up an effective SEO strategy and social media adverts can be prohibitively expensive. Although, this may not be the case if you already have experience and expertise in either of these area.

Nonetheless, it is still important that you set up a website and social media channels.



WHY SET UP A WEBSITE?

A website is a great piece of sales collateral. As well as giving your businesses a sense of legitimacy, it allows you to sell your service in an effective way to your customers. Michael's website is a great example of how resellers can market their services online. Here is a rundown of some of the best features of his website.



The website clearly shows features and benefits of having an app and how this can help small businesses.



Increase Your Sales

Allow your customers to easily make purchases directly from their mobile devices, increase your sales by sending push notifications to your customers in a matter of seconds promoting a sale.



Promote Your Brand

Keep your customers informed with sales and promotions and other store information. Also, being in Apple iTunes and Google Play stores strengthens your brand.



Effective Communication

Send an individual push notification to a customer or a group of customers which are free. Customers can also easily engage with you via your app and so much more.



Build Customer Loyalty

Have as many loyalty programs in your mobile phone app such as QR loyalty programs, inbuilt traditional card stamp or a GPS coupon tab and reward your customers every time they shop.





It uses social proof both in the form of testimonials and a list of companies Michael has built apps for. By highlighting other companies that use your service, new customers may be more likely to trust what you do.

“ ”

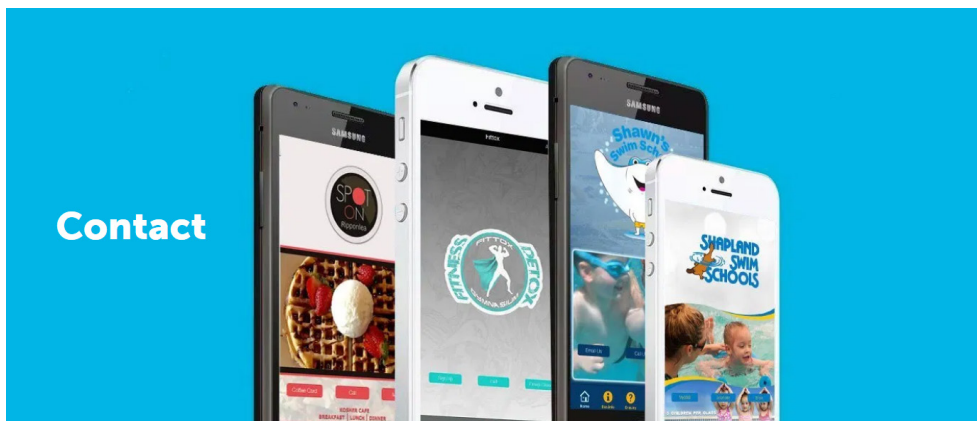
Our Star Dusk FM mobile app has seen my radio station grow from 5 listeners to 85 last night to a peak of 300 listeners. Thank you so much Michael! We are so happy with our app and your service is amazing! Always there when we need him.

Matt- Star Dusk FM

Recently launched apps



It is easy to contact Michael through the website's contact form or the phone number that is clearly displayed throughout the website.



Start today! Call the enquiry form below.

today to organise an appointment or fill out





It has an FAQ section that answers many questions customers may have as well as addresses key sales objections

Can I edit my app?

Yes you can, and it's so simple. No coding is required! You will have access to our world class, easy to use Content Management System to edit your content inside your app, send unlimited Push Notifications (messages to your customers who have downloaded your app) and add in extra app functions and more.

Are Push Notifications free to send to my customers?

Yes. Send as many Push Notifications as you like to your customers who have downloaded your app. Send them instantly to your customers or even schedule Push Notifications to be sent at a later time and date.

Can I get my customers to make an online reservation via my app?

Yes. Customers can book or reserve a table via your mobile app.

Can I have more than 1 loyalty program in my app?

Yes, you can. You can have an in built punch card loyalty function and also a QR Code loyalty function. Have as many different loyalty programs as you want with each loyalty feature to keep your customers coming back to your business.

Can I have my own mobile shopping cart inside my own app?

Yes, you can. We will customise your own mobile shopping cart for your customers to start shopping via your own mobile shopping cart. It is also easy to keep adding in more products and services you sell and updates your app instantly. Ideal for clothing and gift stores.

What happens if I sell my business or I close my business?

Not a problem. Just give us 30 days written notice via email.

WHY SET UP SOCIAL MEDIA?

If you have time and expertise, social media can be a good way to build leads and increase sales. However, even if you don't plan to use social media in this way, it is still a good idea to set up accounts for your business.

Perhaps the biggest is that social media makes it easy for customers or potential customers to contact you.

While there are other methods of doing this — email, phone, or website forms, for example — many users are already on social media and will value the convenience of being able to contact you on the platform they already use.

Our advice with social media is to use channels you are already familiar with and don't spread yourself too thin across many platforms. It's generally better to perform really well on one platform than averagely on a few.



STEP FOUR: GETTING YOUR FIRST LEADS

Now you've defined your value and set up your website: you're all set to go out and get your first leads.

This is where sales skills will come into play; to be successful, you need to be comfortable with selling your product. Michael provided us with some insight about how he generates leads for his business.



USE THE POWER OF NETWORKING

Michael explained to us how he gets many of his leads through a local swimming association. He knows all about their pain points and how an app can help. He can also show examples of other swim clubs and how they are using his app, so he can speak with significant authority on how to help his clients.

Being able to tap into a large network is a great resource when it comes to selling apps. The more businesses he signs up, the more they will talk to others within the group who will pass on his information.

Even if you are just starting, you can make use of a network by getting out there and making connections. Our next two tips will help with building industry contacts.

VISIT INDUSTRY SHOWS OR CONFERENCES

Most industries will have several conferences or events. These events can be great places to meet other people working in the industry and increase your contacts. For example, convincing an association to promote your business can open up a huge amount of potential business.

At shows you'll also be able to meet potential clients – this is important when you first start because you won't have case studies to fall back on so building trust face-to-face is a way of convincing prospects to go with you.

Business cards with your contact details and website can help. If suitable, you could also bring sales or marketing collateral to hand out to those who express an interest in the product.



WRITE FOR AN INDUSTRY PUBLICATION

Many industries have trade magazines or websites that accept submissions. Writing for one of these publications will give you contacts within the industry and help prove your credibility.

You can find trade magazines to write for by performing a Google search of your industry (i.e. coffee shops) and the term “magazine” or “trade magazine.”

Most trade magazines are unlikely to accept a submission if it is simply a disguised advert for your service. The best approach is to offer advice on using an app for business, a topic with many angles.

Once you have an idea, you’ll have to pitch it to the editor of the platform. Many publications have specific email address that accept stories. If the one you want to write for doesn’t, look for the editor’s email address and send them a message.

COLD CALLING

For those that don’t have an existing network to tap into, Michael pointed to the importance of cold calling.

While cold calling traditionally has a very low conversion rate, there are things you can do to improve your chances.

The first is to choose which businesses to cold call carefully. Be sure only to call ones that you think will get real value from your app. Also, think about how likely a client is to be able to pay for your service.

When cold calling, it is common for salespeople to use a script, and while it makes sense to have a structure, you should aim to start a conversation - ideally, one that focuses on:

- The biggest challenges the prospect faces.
- What they are currently doing to address those challenges.
- How they would like to see the future of their business.

Your goal is two-fold: build rapport, work out how an app can solve their most pressing needs and make them believe you are best placed to deliver the solution.





STEP FIVE: CLOSING THE DEAL

Once you've built a network and found some leads, it's time to close the deal.

While previous conversations with leads may have revolved around getting to know their business and gently introducing what you do, when it comes to the latter parts of the sales process you can be firmer about the benefits of your service.

There are many techniques you can use to close deals. Here is a look at some of them.



SET UP A MEETING

Depending on your relationship with the client, you may want to set up a face-to-face meeting instead of selling on the phone or over email. When face-to-face, it's difficult for leads to brush you off. Instead, they'll be more likely to listen to what you have to say about how your product can help.

FOCUS ON BENEFITS

When talking to clients, it's important to focus on the benefits the app will bring to the business in question.

Instead of discussing features, such as the app's ability to build a customer loyalty program, talk about how said customer loyalty program can encourage repeat buyers which will ultimately increase the company's overall revenue.

MAKE THE PITCH SPECIFIC TO THE BUSINESS

It can help to make the focus of the meeting specific to your prospect.

Imagine a takeaway owner who worries that they are often too busy to answer calls at peak times, potentially meaning they are missing out on sales. This would be a great piece of information you could use to highlight the benefits of the app's food ordering system. However, you'll only discover it by talking to the owner and asking about issues they're facing.

To solve this problem, think about asking the lead about their problems before the sales meeting.

A great way to effectively address concerns is to use stats or case studies that show how apps have helped other businesses, and cite them in your presentation or meeting.



Alternatively, if you are selling to a niche already covered in our selling guides, you can use some of our existing stats and examples within your selling process. Our [guide](#) on selling to gyms, for example, contains tons of information about how an app can benefit this type of business.

The Mobile Industry & Gyms



PREPARE FOR CUSTOMER OBJECTIONS IN ADVANCE

No matter how well you put across the benefits of your product, many customers will have objections that could stop them from buying.

Before your sales meeting, you should consider what some likely objections will be and come up with ways of allaying your client’s concerns. Here are some examples of common customer objections and how you can help customers get over them.

“ The product is too expensive ”

Price is a common objection salespeople come across. You have a couple of options to help leads get over this objection. The first is to adjust the pricing. You could offer them a discount if they sign up to a longer contract. Alternatively, if you have multiple different pricing plans, you can point them towards the cheaper one.

However, a better way to overcome this objection is to help the lead understand the value your product brings. Talk about how an app can increase sales by improving customer loyalty, or how it will save you time by automating parts of the ordering process.

If you can increase the value the lead associates with your product, you may find they end up considering the price to be fair.



“ I don’t have time to roll out an app ”

Business owners are generally a busy bunch. Many of them may be put off by the amount of work they feel it will take to get an app up and running. If this is the case, you could point out how using your agency to build the app will take out much of the stress and make the process less time-consuming. Walk them through the process to show them how quick and easy it is.

In terms of getting it up and running in their business, you could think about creating educational material to help employees get used to the service or marketing material businesses can use to advertise the fact they have an app.

“ My business is doing fine without an app ”

Sometimes, if a business is already doing well, owners will feel they don’t need an app. If this is the case, you can do two things.

First is to highlight the benefits of the app. Even if the owner feels they are doing well from a sales perspective, there may still be things they aren’t happy with; they may feel they spend too long dealing with customer enquiries. Alternatively, you could talk about what competitors are doing and the changing environment or cite stats about how mobile use is consistently increasing across all age groups and how consumers are getting used to (and often expecting) engaging with business through apps.

HAVE A CLEAR OFFER AND SET OUT THE NEXT STEP THE CUSTOMER SHOULD TAKE

Once you have a customer who is keen to use an app for their business, you need to ensure you have the next steps clearly lined out so they can finalize the deal.

In terms of payment, you should let them know what is expected. For example, do you require payment upfront or every month?

It will also consider what the customer has to do to for you to begin making them a great app – for example, sending over logos, information about their business, pictures, etc.

Having a clear onboarding process will make it easy for customers to know what they have to do next while improving the chances of them having a great customer experience and therefore staying customers for longer.



STEP SIX: BUILDING A LEAD GENERATION MACHINE

When you have a few customers, you will probably begin to get a better idea about the type of businesses and clients that are likely to buy your app.

At this point, you should put in place a process that will deliver a consistent stream of leads to your business.



WHICH CHANNELS EFFECTIVELY GENERATE LEADS?

You should consider where your existing customers have come from. If all your current customers came from word-of-mouth recommendations, you want to increase the chances of this happening, perhaps by offering benefits or discounts to the customers who refer new clients to you.

Alternatively, if your clients came from networking at industry events, then this is perhaps something you should focus on. Think about the types of events that attract customers you like to work with and head out to as many as possible.

FIND OUT WHICH STRATEGIES WORK BEST?

As well as defining the channels that deliver leads, you should look at the sales strategies that have the highest payoff. If you notice that clients you have in-person meetings with are more likely to buy than those you talk to on the phone, try to set-up meetings whenever possible.

At this point, you can also begin to experiment with the strategies you use. For example, when overcoming price objections, you could point half the clients towards discounts on long term deals while pointing the other half towards the ROI benefits of your app. If you notice that one strategy works better than others, you can begin to use it more frequently.



STEP SEVEN: DEVELOPING LONG TERM CLIENTS

Keeping customers happy and signed up to your business is a great way to ensure a consistent stream of ongoing revenue.

To increase the chances of clients signing up for a second month or year, you'll need to ensure they are finding value in the product. There are plenty of ways you can do this:



MAKE SUGGESTIONS

If you notice a client isn't using their app in the best way, make suggestions to improve the way they use the app, giving them better results. If they get better results, they are more likely to keep paying for your service.

KEEP IN TOUCH

The relationship-building process doesn't stop when you sign up a client. Keep the relationship strong by staying in contact. This could be anything from touching base regularly about how they are using their app, to creating a newsletter that you send out to clients.

DELIVER AFTER SALES SERVICE QUICKLY AND EFFECTIVELY

If your customer has requests or issues about the product, be sure to respond to them quickly and efficiently. Providing great after sales is a crucial part of the overall customer experience; if you fail at this, it is unlikely that the customer will continue to use the app.

Michael mentioned successfully delivering after-sales service as one of the points he believes is most likely to lead to a customer re-signing for another year.



BUILD A SUCCESSFUL WHITE LABEL BUSINESS WITH APPINSTITUTE

AppInstitute provides everything you need to build a successful white label business. Our product is a world-class app builder that includes many easy-to-use features.

Additionally, we provide a customer success website that includes a library of material business owners can use to build effective sales strategies and show businesses in a wide variety of industries why they need an app.

The quality of the product plus the potential for high pricing mean we work with many successful resellers.

Michael Barnett had this to say about the AppInstitute platform:



AppInstitute is a great app building platform that makes it easy to build useful apps for clients. The company provides a ton of help and resources that make it easy to get started selling. Once you are up and running, the pricing structure and the potential for recurring revenue make it a lucrative business model.



THE SEVEN-STEP APP RESELLER PROGRAM: BUILD A \$50K RECURRING REVENUE BUSINESS IN 12 MONTHS