



Everything You Need To Know About Reselling Email



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Intro

YOU CAN RESELL PROFESSIONAL EMAIL

Five years ago, if you were thinking about getting an email account that had your own business name on it, there were a ton of places where you could get a free one. Now, in those days, you would get your domain at a domain registrar or a hosting company, and then just attach an email to it. Either they offered it or you went somewhere else, like Zoho, to configure and run your email. At the time, the notion of what it meant to have a business email account, a professional email account, was simply that: that it had your name on it instead of something like Hotmail or Gmail. You thought, “Okay. All I need is to put my name on it.”

PROFESSIONAL BUSINESS EMAIL IS MORE THAN A DOMAIN NAME

But the reality is, today, professional and business email is a lot more than just what shows up after the @ sign. Today, people need the reliability of deliverability. They need assurance they can consume email from multiple devices. They need to have confidence, when they send email, that it will not only get delivered, but that it will filter into the correct tab. For example, if a business is using Gmail, their emails need to filter into the correct tab, not the spam folder or spam filter areas. It's very important today that you get deliverability and viewability - more than ever before.

REGULATORY COMPLIANCE & SECURITY ARE MISSION CRITICAL

On top of all that, we now have all sorts of regulatory compliance issues - all sorts of ways to think about making sure that your email passes internal or institutional regulatory and security requirements. That's a big deal. In addition, nowadays, uptime is more important than ever. That is, the ability to make sure that when you look up your received mail, that you can get to the site, that you can get to your mail, and that you can read it. But not just read it via a web browser, but you can read it on your mobile phone and from Outlook or anything else you have running on your computer.

In today's market, business email and professional business email, are more complicated than just saying “I want a free account,” or, “I want my domain on an account.” Because of that, it’s no surprise that today, business email comes with a price. This cost is necessary in order to get the features your business needs like security, spam and virus protection and other tools that streamline your business email and make it more than just a mailbox with 20 gigs of space. For today's business environment, you need certain tools that give you the ability to have forwarding and domain aliases, the ability to recover deleted emails - all the stuff that goes into a professional account. So it’s no surprise, that professional accounts now have a cost associated with them.

You can look up the price of these email solutions. You can look at Rackspace that has pricing at \$2 a mailbox. You can look at some of the other providers out there. GoDaddy (depending on which mailbox you order) offers email at \$3, \$5, \$6 or even \$7 a month per mailbox. Microsoft has an Office 365 that starts at \$8 or more. You’ll see there’s a lot out there.

AT THE RIGHT PRICE, EMAIL RESELLING IS A FANTASTIC OPPORTUNITY

When you look at the pricing models above, it’s hard to believe that you could make money selling business email. Yet, over the course of these next chapters, I think what you’ll see is that you can make a lot of money selling business email if you buy it from the right place, at the right price, and you evaluate your options. As long as you know how to message and pitch the product to your customers, reselling email doesn’t have to be on the cost side of the equation. This venture can be completely on the profit side and an additional way to generate revenue for your business — if you do it right.

01

WHY RESELL EMAIL?

When we talk about why you should be in the business of reselling anything, the best way to start thinking about it is the way you've probably thought about reselling anything else. That is, if you already have a trust relationship with an audience, then you can offer them items, services and products of value, without having to create those products yourself.

The simplest case for reselling of course, is hosting. If you're talking about an online digital presence, then you're hosting. You don't need to go spin up servers, you don't need to control those servers, you don't need to even manage those servers if you're using a managed host like Liquid Web. In those environments, you don't have to worry about data centers and everything that goes into running them like the security, the network, the redundancy, and all of those other components because you can simply resell the managed hosting service to your trusted audience.

To do that, you need a trusted provider and you sit at the fulcrum between those two trust audiences. When you have a vendor that is solving a problem in a trustworthy way and you have an audience that has a problem but trusts you, then being the connector between those two audiences becomes very, very powerful and lucrative. If the core of the question is why, maybe the most important question is why not?

YOUR CUSTOMERS TRUST YOU & WANT A SOLUTION

Why wouldn't you want to connect the two audiences that have needs, if it solves each of their problems and generates *you* revenue? There's a bigger reason to say yes and that reason is that your customers already trust you. They trust you to solve a problem whether you're selling and hosting, building websites, providing strategy, or working with them on SEO. Whatever it is you're doing for them, your customers already trust you to solve problem A.

When you solve problem A effectively, they may often come to you with problem B or C. That's the beautiful part of being a reseller for services that you trust. You are actually helping your customers solve more of their problems. In *that* process, you are becoming a more valued partner for them. You are taking a greater share of their wallet, but doing it in a way that they actually appreciate.

YOUR CUSTOMERS WANT LESS VENDORS, NOT MORE

Here's a little secret that most customers won't tell you unless you ask them directly — customers prefer to work with less vendors whenever possible. On top of that, the business industry now has all sorts of regulatory compliance issues - all sorts needs for business grade email. The only reason your customer has a separate vendor for SEO, for hosting, for web development, for design, and for email is because they don't have one vendor they trust that has the capacity to fill all of those needs. That's a simple truth that most of us forget. We develop expertise in one area and we forget that our customers have more than just one need, they have a need for a lot of things. As we talked about in the introduction, your customer has a need for a professional business email account. One that has security and reliability and that they can count on to access their email anywhere, and you can be the one to provide it for them.

Why don't you provide it?

YOUR CUSTOMERS WILL TRUST YOU FOR MORE AND MORE SERVICES

When you provide more services, you become a more trusted partner. It makes you someone who solves not just their first problem but their second, and likely the person they will ask to solve their third problem. That's why we think that you should sell business email. Resell it to your customers because they likely have that need and you've never even asked them about it. If you've never thought to ask about their email needs, now is your chance.

02

HOW TO SELL HOSTED EMAIL

You may be wondering: How do I sell the notion of email to someone, when everybody has email already? How do I pitch a client that they should buy email from me? That's an excellent question. But the core of the question is not about you. The focus shouldn't about you.

ALWAYS BE HELPFUL

Your focus should center on improving your customers' current email situation. If a customer has a perfect situation already, there's no need to improve it. You don't want to upset a system that's already working. But you'd be amazed to discover how many people have an email system that they are begrudgingly using simply because they don't know what it's going to take to migrate to another system, or they don't know that there's a better solution out there.

START WITH THEIR PAIN POINTS

The first set of questions to ask before you ever sell a product are ones that help you to understand your customer. You need to understand how well they're utilizing the system they have and how well the system is performing for them.

You can ask questions like:

- Does your email system provide you web-based access that is available anywhere and from any device?
- Does your system have shared calendaring?
- Does your system have any kind of instant messaging or chat?
- Does your system have an out-of-office auto responder?
- Does your system integrate with any external systems for storage, like a connection to Dropbox?
- Does your system have an ability for undeleting email?
- Does your system support multiple identities and/or multiple signatures?

These are all critical questions about someone's existing system.

Of course, if the answer is yes, yes, yes, then that person may not be a perfect target. What we don't want to recommend is that you sell something that someone doesn't need. But, there are customers that you have who would answer no to many of those questions.

MOVE FROM PAIN TO GAIN

Those are the customers that are worth talking to, because when you ask them, "How much email storage does your email system provide for you?" And they say something like, "Well, we have one gig or five gigs per employee." You can reply, "How often does that become a problem for you?" If they start explaining to you that they have to archive their emails within Outlook every six months so that they don't run out of space, then you know that you have someone who needs a bigger and better system, right?

If they tell you that they have a problem because sometimes they mark an email one way on their phone, and then when they go to their desktop, their activity is not captured or not synchronized, you can reply, "Oh, I think I have a solution for you."

See, there's a whole bunch of people out there who have a system that they're frustrated with. Whenever we're trying to sell email to anyone, we start by understanding how satisfied they are. We look at what pain points they have, and whether the pain is a small amount of storage, or a lack of integration to the Cloud, or the fact that there's no ability to have multiple signatures, right?

If you chat with people in your company, you can say "Oh, there's a problem there, and I think I can help you."

Anytime you can be helpful, you're not really selling.

See, we started this by asking, "How do you sell email?" But the truth is, you don't sell it. You provide it as an option for people who are having pain and struggle with their current email system. Then, you answer their questions, which is what we'll cover in the next chapter.

03

PREPARE TO ANSWER QUESTIONS

Getting prepared for the most common questions that your customers may have is one of the best ways you can help them feel confident in their decision to move off of an on-premise email or other hosted email provider and onto hosting with you. To do that, you need to know in advance what questions they'll ask and develop your list of answers. Here are several of the questions you may encounter.

THE QUESTIONS THAT WILL BE ASKED

What's the maximum mailbox storage?

What's the maximum size of an attachment?

Will I be able to have signatures for my email?

Can I have more than one signature?

Does your email service allow me to create aliases for email accounts, and group lists?

If I create a group list, how many recipients can be on the list?

Can I view email via the web?

What is the URL where I can check email from?

What's the difference between POP and IMAP?

Which one is right for me?

Is the migration manual or automated?

How does the migration process work?

Should we clean our inboxes before or after the migration?

Will we need to archive email before the migration?

Will there be a test process?

Will the migration be a multi-step process?

Will there be downtime?

How long will the migration take?

What features come with this new email service?

Can we change the domain name of our email during the migration?

These questions help them de-risk the process, and help them feel confident about your ability to help them in the new account.

04

COMMUNICATING EFFECTIVELY

Developing a communication plan for an email migration is one of the most effective steps to mitigating the risk and the fear related to changing one's email service.

IDENTIFY STAKEHOLDERS

To start, you will need to identify all of the various stakeholders who need to know about the migration. Each one of them will have their own risks, their own worries, and a communication objective that you need to define.

DETERMINE THE BEST METHODS OF COMMUNICATION

You will also need to determine how you will communicate with your stakeholders. Will you be sending emails? Will you have conference calls? Will you have video training? Will you have meetings?

ASSEMBLE A TEAM

Every one of these steps needs to be clear so that you can allocate the appropriate resources and assign the right people to the effort. This obviously brings us to the next piece, develop the team that will work on both the communication and the migrations.

Once you have the team and you understand how you'll be communicating, and to whom you'll be communicating, it's important that you decide what needs to be communicated.

DETERMINE WHAT NEEDS TO BE COMMUNICATED

Now when we talk about what needs to be communicated, what we're really talking about is expectations. What are the challenges? What are the risks? What is the process that people should expect? If there will be some moments of time where they can't access their email during a migration, how long will those moments be?

WHAT EXECUTIVES WANT TO KNOW

Executives will want to know not only what expectations to have and how long is the process, but also what metrics are going to define how well the launch or the migration is going.

WHAT MANAGERS WANT TO KNOW

Your managers will want many of the same things, but also they'll have questions about their own systems, departmental systems, internal systems, and employee productivity. Being clear on what factors need to be communicated about that process is important.

WHAT EMPLOYEES WANT TO KNOW

End users – employees of the organizations, will all have their own questions. What are the benefits of this move? What are the features of their new emails accounts? What do they have to learn and how would they get help if they have questions? Are there any particular known issues that they have to think about, such as configuring their phone or desktop software?

All of this needs to be articulated in a plan so that you know not only who you're talking to and how you're communicating, but also what is being communicated.

Having a plan put together before the project starts is critical to the success of this kind of migration. One of the most effective things you can do is establish regular communication about the project.

CONSISTENT AND CONSTANT COMMUNICATION

The key to strong communication is consistency. What you send out three months in advance, two months in advance, one month in advance, one week in advance, one day in advance, at the time of migration, right after the migration, and a week after the migration? Status reports and information about the migration process.

That regular, consistent communication is critical to helping people feel comfortable and know that you're on top of the migration.

BEYOND PREP – EDUCATE

Now, other communication beyond just the migration that needs to happen is the overall education about someone's new account.

Often, having help tools or help videos and articles that can help people know how to use the features of their new email, is very important. Preparing customers in advance is very, very helpful. You might even give them something like, "here are the top five things to do before your account migrates" or "here's the top five things to do after your account migrates." You might create a resource for how to set up your iPhone or Android device, and, ultimately, a contact list of who to reach when they have questions.

YOUR MAIL PROVIDER MAY HAVE RESOURCES

The beautiful thing about all this is you control how much you want to be involved in this and how much your mail provider can already provide for you, because they often have many of these resources. If you want to use theirs, you can pull those resources together and send them out to your customers. If you want to create your own and add additional value to it, you can do that as well.

Having an effective migration communication plan makes everything about the process easier.

05

OUR RESELLER PROGRAM IS THE BEST

You won't need all three reasons, but here are the three reasons why you'll want to resell Liquid Web's hosted business email over any other email product.

OUR PRICE

Our feature-rich product costs less than others. If you look at similar products from other vendors, you'll find that they cost 2, 3, or 4 times more than what we charge. This means you can create a 100% margin on your offering and still be highly competitive.

PRIVATE WHITE LABELING

Our hosted email can be white-labelled. You don't need to mention us at all. We're happy being the solution that powers your business. It will be our secret. For your clients, you're the hero.

RESELLER CONTROLS

You have full reseller controls. Many reseller solutions for email give you an easy ability to spin up accounts but that's where things end. With our solution, we give you full control over the entire administrative control panel.

A REPUTATION YOU CAN TRUST

You have the performance and reputation of a hosting provider with the highest customer loyalty in the industry. We've build a company with the sole focus of making sure our customer service scores are the highest in the industry. [And they are.](#) We're your team. Monitoring your services, mitigating risk and optimizing performance. And if you need help, we're here for you 24x7x365. We call it being "The Most Helpful Humans in Hosting". You can call it having an email hosting experience that you can depend on.

