

# Versadial Sales Partner Program

**1 CALL RECORDING**

**2 SPEECH ANALYTICS**

**3 SCREEN CAPTURE**



Some of the PBX manufacturers we support:



*Trusted by over 8,000 customers worldwide with over 24 years of experience*

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## Our Growing Industry

Call recording is a growing industry. No matter the vertical, we believe any business will benefit from utilizing a call recording solution. Current and future growth of our industry is driven by:

- **Compliance:** Government laws, such as the Dodd-Frank Act and Consumer Protection Act, have placed regulations and requirements on many financial institutions. Our call recorder helps you stay compliant for archiving all recordings.
- **Quality Control and Customer Service:** With our Search and Playback module, managers can use their favorite recorded calls as examples to teach their team best practices and avoid miscommunications before they ever even occur. Our built-in Quality Control Module allows managers to live-monitor their agents and attach custom evaluations to each call.
- **Liability:** Too many times businesses have been on the receiving end of a frivolous lawsuit that could have been avoided with a call recording system. No more he-said, she-said situations. With a recorder, there is iron-clad proof of all correspondence!

## The Versadial Advantage

Versadial has been developing and distributing call recording software since 1998. We pride ourselves on creating high-quality, easy to use, custom solutions for each unique phone environment.

Our celebrated call recording solution will improve a business's relationship with their customers, decrease liability, maintain compliance, and protect the overall organization. The investment into a call recording system is minimal compared to the savings that result from increased productivity and customer satisfaction.

### VSLogger Core Competencies:

- Extensive compatibility with various phone systems, from local to cloud-hosted
- Speech Analytics: speech-to-text transcriptions (in numerous languages), as well as the ability to search calls by words and phrases
- Live Monitoring: supervisors can monitor calls using multi-tiered permission levels
- Built-in Quality Control evaluations and reports
- Reporting: custom graphs, charts, and reports that can be automatically e-mailed
- Third-party verification recording
- Screen Capture: dual-monitor capability



## Our Partner Tiers:

### Registered Opportunity Reseller Minimum Requirements:

- VAR meets reseller company profile according to Versadial's policy/requirements

### Value Added Reseller (VAR - Level 1) Minimum Requirements:

- VAR meets Registered Opportunity Reseller requirements
- Versadial's solution is prominently placed on VAR's website and promoted as part of their core offering
- VAR's website contains links to Versadial Solution's resource page
- VAR's website advertises that he/she provides Versadial's VSLogger recorder installation and configuration to the end user
- VAR's historical (12-month) purchase amount exceeds Region Specific minimum

### Value Added Reseller (VAR - Level 2) Minimum Requirements:

- VAR meets Opportunity and VAR 1 requirements
- VAR's historical (12-month) purchase amount exceeds Region Specific minimum.

*NOTE: Individual entity cannot qualify as more than one type/tier of Sales Partner concurrently.*

	Opportunity Reseller	VAR 1	VAR 2
<b>Software Discount:</b>	10% (up to 40% with bulk purchase)	20% (up to 45% with bulk purchase)	30% (up to 50% with bulk purchase)
<b>Hardware Discount:</b>	5%	10%	15%
<b>Fixed Price List:</b>	✓	✓	✓
<b>Bulk License Discount:</b>	✓	✓	✓
<b>Marketing Collateral:</b>	✓	✓	✓
<b>Unlimited Sales Support:</b>	✓	✓	✓
<b>Product Demo Support:</b>	✓	✓	✓
<b>Assigned Account Manager:</b>		✓	✓
<b>Registered/Authorized Logo:</b>		✓	✓
<b>NFR License Discount:</b>		✓	✓
<b>Customer Site Trial License:</b>		✓	✓
<b>Extensive Training:</b>		✓	✓
<b>Deals Registration and Promotions:</b>		✓	✓
<b>Leads From Versadial:</b>			✓

\* Note:

- Account levels reviewed and adjusted periodically based on recent sales and historical (12-month) purchase amount.
- Historical purchase amount is Region Specific. Speak with Sales Manager for details.
- VAR can maintain their position within their specific tier by qualifying for 12-month purchase minimum (via pre-purchasing bulk licenses, etc).
- Bulk License Items and discounts are available only to registered resellers who meet the minimum requirements of their respective tier.
- VAR program and discount levels are subject to change without notification.

## General Questions

### Can I only refer clients to Versadial?

Yes, you can become a Referral Partner and can refer potential clients to Versadial. You will receive a referral fee once the customer purchases and has the system for more than 30 days.

Versadial will handle the entire sale from start to finish. Prospect registration prior to initial contact with Versadial Inside Sales or with other Versadial Sales Partner is required to qualify for the referral fee.

### Can VARs generate and sell to his/her own group of VARs?

No. Registered Opportunity Resellers, VAR 1's and VAR 2's may only sell to end users and may not resell and distribute to other potential VARs.

### Is there Sales Partner training?

**VARs:** Yes, please contact Versadial Inside Sales or Support for details on reseller training. We provide webinar and phone training at no additional cost. Additionally, Versadial has an online resource providing up-to-date information, manuals, and training materials

\* For hands-on technical training at Versadial's office in Irvine, California, we offer a two-day Hands-on training on recorder installation and maintenance. Two-day training and test are required to become a Certified Versadial Engineer. (inquire for pricing) \*

### What is done to avoid Sales Partner Conflicts?

To avoid conflicts between our Internal Sales Team and Sales Partners we do the following:

- Adjust our pricing structure to include a fixed price point for direct sales and channel-specific discounts
- Establish assigned territories
- Utilize a lead registration system
- Avoid direct sales in assigned territories
- Versadial does not offer onsite service and this provides our Partners with the advantage



### What is the availability of the Technical Support?

Document with full details about "Scope of Support" is provided once reseller application is granted. This is a supplemental document to our standard Warranty and Support document.

### What is the Software Maintenance Plan?

Versadial systems and kits include a one-year Software Maintenance Plan, which includes unlimited remote support cases from Versadial as well as access to free software upgrades while the contract is active. We encourage our resellers to be proactive with their customer's needs and offer them on-site support.

A software maintenance plan is a contract between the end-user and Versadial. VSLogger recorder can continue to function without an active maintenance plan, but access to Versadial's Support Desk will be unavailable.

**Versadial reserves the right and will directly solicit the end-user for the Software Maintenance Plan renewal or reinstatements, especially when Maintenance plan was allowed to expire. The Software Maintenance plan renewals are sold directly by Versadial, but may also be offered and sold by Sales Partners. Only limited, if any, discounts are offered to the reseller by Versadial for the Software Maintenance Plan.**

### How to become a Versadial Sales Partner?

- Join the Versadial Sales Partner program through our form here:  
<https://www.versadial.com/reseller-distributor-call-recording-software-hardware/>
- Contact Versadial Inside Sales Toll-Free at (877) 723-4252 or (949) 457-0650