

Software Reseller Partner Agreement Checklist

The following checklist outlines the key commercial terms that should be addressed in a Software Reseller Agreement. Use the checkboxes to the right to determine the completion of each section.

Partner Agreement Elements	✓
1. Objectives / Purpose of Relationship The purpose of the partnership	
2. Responsibilities The parties to the agreement, their roles and responsibilities in the execution of the agreement	
3. Joint Commitment Outlining the joint focus of the partners and agreed commitments; Enablement Training and Support, Marketing, Sales and Regular Reporting or Meeting Cadence	
4. Limits and Restrictions What is the focus of the agreement? <ul style="list-style-type: none"> ▶ Industry Sectors ▶ Regions ▶ Business Needs 	
5. End-User Licence Agreements All users must accept End-User Licence Agreement	
6. Confidentiality Outline mutual confidentiality that typically outlasts the term of the agreement	
7. Intellectual Property: Background IP & Foreground IP If joint development is planned: outline clearly who owns the IP being introduced, Background IP, and the ownership of the IP created, the Foreground IP.	
8. Term and Termination What is the term of the agreement? Typical terms are 1 year, 3 years or 5 years	
9. Liabilities and Indemnities This can be outlining limitations on liabilities of the parties.	
10. Non-Competitive offerings Is the reseller allowed to resell competing solutions?	

<p>11. Exclusivity The basis of exclusivity with defined boundaries and Revoked on what conditions</p>	
<p>12. Schedules to the Agreement Generally, any parts of the agreement that may vary is retained within the Schedules to the Agreement section.</p>	
<p>a) End-User Pricing It is a better practice to have agreed end-user pricing for a market, and the reseller gets a discount of that price, rather than allowing resellers to define end-user pricing.</p>	
<p>b) Referral/Reseller Fees Commissions/Discounts - % of what? % on New Business Only year one, % on Renewal</p>	
<p>c) Agreed Work Plan Marketing and Promotion; Launch Events and Regular Marketing</p>	

Now that you are clear on how to craft an effective Reseller Partner Agreement you can easily examine your existing agreements and see if there is anything that is missing or needs further work. If you need support with any of these items do not hesitate to reach out to Tenego Academy.

With informative blog posts, monthly Live Sessions, courses and coaching Tenego Academy specializes in training practical skills in Sales Channel Development and Management for Sales Channel Professionals and Executives of Software Companies.

For more information go to www.tenegoacademy.com or email us at info@tenegoacademy.com.

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