

# Storefront vs Manual Activations

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# Manual Activation vs. Storefront: Which Method to Choose?

Welcome to **Resell Portal**, your one-stop platform for managing and reselling software and services to your clients with ease. Whether you prefer a hands-on approach or want a fully automated solution, Resell Portal offers two powerful options to suit your needs: **Manual Activation** and **Storefront (Auto)**. Let's dive into each method to help you choose the one that fits your business goals and workflow best.

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## What Are Your Options?

### Manual Activation

The **Manual Activation** method puts you in control of every detail, offering a personalized and direct way to activate software or services for your clients. If you thrive on precision and hands-on management, this option is for you.

#### How It Works:

1. Log into your Resell Portal account and navigate to "Activate [Manual]" on the sidebar.
2. Select the software or service you wish to activate.
3. Input your client's email address, along with their preferred username and password.
4. Confirm and activate! Resell Portal will email your client the service details, ready to go.

#### Benefits:

- **Direct Control:** You oversee each activation and ensure all details are customized to your client's needs.
- **Personal Touch:** Perfect for resellers who value high-touch service and detailed oversight.
- **Flexibility:** Handle one-off activations or tailor credentials to specific requirements.

**Is This Right for You?** Choose Manual Activation if you:

- Have a small client base and enjoy personal interactions.
  - Need detailed customization for each activation.
  - Prefer a hands-on approach to managing client services.
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## Storefront (Auto)

For resellers looking for a scalable, automated, and branded solution, the **Storefront** option is a game-changer. Imagine having your own online store where clients can browse, purchase, and instantly access services—all while you earn profits effortlessly.

### How It Works:

1. Activate your Storefront by clicking "Storefront [Auto]" in the sidebar.
2. Customize your store's branding: upload your logo, adjust colors, and choose a subdomain (e.g., `yourbrand.buyapplications.com`).
3. Set your profit margin: a percentage markup added to our base prices.
4. Connect your PayPal or Venmo account for payouts.
5. Share your Storefront link with your clients, and let them make purchases directly.

### Benefits:

- **Automation:** Clients handle purchases themselves, freeing up your time for other tasks.
- **Scalability:** Manage a large client base without the need for manual activations.
- **Branding:** Create a professional storefront that reflects your business identity.
- **Profit Tracking:** Transparent, automatic tracking of your profits with bi-weekly payouts.

**Is This Right for You?** Choose Storefront if you:

- Want a hands-free, automated solution.
  - Are building a large or growing client base.
  - Value scalability and consistent profit tracking.
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## How to Decide?

Still unsure which option is the perfect fit? Consider these scenarios:

- **Manual Activation:** Ideal for personalized, one-on-one client relationships where precision and direct interaction are key.
- **Storefront (Auto):** Perfect for resellers seeking to scale their business, automate processes, and present a polished, branded storefront to clients.

Why not use both? Some resellers start with Manual Activation to build relationships and trust, then transition to a Storefront for automation and scalability as their client base grows.

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## The Bottom Line

At Resell Portal, we understand that every reseller has unique needs. That's why we provide flexible, powerful tools to help you succeed, whether you prefer hands-on management or full automation. The choice is yours: **Manual Activation** for control and customization, or **Storefront (Auto)** for scalability and ease. Either way, you're equipped to deliver exceptional service to your clients and grow your business with confidence.

# Manual Activation Guide

Welcome to the comprehensive guide for **Manual Activation** on Resell Portal. This method offers a hands-on approach, giving you complete control over how software and services are activated and delivered to your clients. Ideal for resellers who prioritize personalization and direct client engagement, Manual Activation is straightforward and efficient when you know the steps.

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## What is Manual Activation?

Manual Activation allows you to personally manage the setup of software or services for your clients. This approach is perfect for businesses that value a personal touch or need to cater to specific client requirements.

With Manual Activation, you:

- Choose the software or service to activate.
  - Input the client's details.
  - Deliver services with full control over the process.
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## Step-by-Step Guide

### 1. Access Manual Activation

- Log in to your Resell Portal account.
- Navigate to the sidebar and select "**Activate [Manual]**".

### 2. Select the Software or Service

- Browse the list of available software and services.
- Click on the one you want to activate for your client.

### 3. Enter Client Information

- Fill in the required fields, including:
  - **Client's Email Address:** Ensure accuracy, as this is where credentials will be sent.

- **Username and Password:** Choose details that meet your client's preferences or system requirements.

## 4. Review and Confirm

- Double-check all details to ensure accuracy.
- Click "**Activate**" to finalize the setup.

## 5. Notify Your Client

- Once activated, the system will automatically send an email to your client with:
    - Credentials (username and password).
    - A link to access the software or service.
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# Benefits of Manual Activation

## 1. Precision and Customization

- Tailor each activation to meet specific client needs.
- Ensure details like usernames and passwords align with client preferences.

## 2. Personalized Service

- Build stronger client relationships by offering a hands-on, tailored experience.
- Demonstrate your commitment to quality and attention to detail.

## 3. Flexibility

- Ideal for handling one-off activations or managing smaller client bases.
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# Pro Tips for Manual Activation

- **Keep a Record:** Document credentials for troubleshooting or future reference.
  - **Double-Check Emails:** Ensure the client's email is correct to avoid delays.
  - **Confirm Delivery:** Follow up with your client to ensure they received the activation details and everything works as expected.
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# When to Use Manual Activation

Manual Activation is best suited for:

- Resellers who prefer direct control over client interactions.
- Situations requiring customization or special handling.
- Small-to-medium-sized client bases where personal attention adds value.

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By mastering Manual Activation, you can provide top-notch service that strengthens client relationships and ensures smooth delivery of software and services. Start activating today and enjoy the benefits of a more personalized approach to reselling!

# Storefront Usage Guide:

## Automate your Profits

Welcome to the **Storefront (Auto)** guide, where we walk you through setting up and maximizing your own branded storefront on Resell Portal. This automated solution empowers you to scale your reselling business, streamline operations, and increase profits effortlessly.

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## What is the Storefront (Auto) Method?

The Storefront feature enables you to launch a fully branded, customizable online store where your clients can purchase software and services directly. With this method, you save time, increase efficiency, and focus on growing your business while our system handles the heavy lifting.

With Storefront, you can:

- Offer a professional, branded store to your clients.
  - Set profit margins that suit your business goals.
  - Track profits and receive payouts automatically.
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## Step-by-Step Guide to Setting Up Your Storefront

### 1. Access the Storefront Feature

- Log into your Resell Portal account.
- Click on "**Storefront [Auto]**" in the sidebar to begin.

### 2. Customize Your Store

- **Branding:** Upload your logo and adjust colors to match your brand identity.

- **Subdomain:** Choose your storefront's subdomain (e.g., `yourbrand.buyapplications.com`).

### 3. Set Your Profit Margin

- Define the percentage markup to add to our base prices (e.g., 20% markup means you earn 20% on every sale).
- The system automatically calculates and tracks your profits.

### 4. Connect Your Payout Method

- Add your preferred payment method, such as PayPal or Venmo, to receive your bi-weekly payouts seamlessly.

### 5. Launch Your Storefront

- Once you've customized your store and set profit margins, click "**Launch**" to make it live.
  - Share your unique storefront URL with your clients via email, social media, or your website.
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## Managing Your Storefront

### Track Sales and Profits

- Log into your Resell Portal dashboard to monitor your sales in real time.
- View detailed reports on revenue, profit margins, and payouts.

### Update Storefront Settings

- Revisit the "Storefront [Auto]" section to:
  - Adjust branding.
  - Modify your profit margins.
  - Update payout information.

### Add New Products

- Keep your storefront fresh by adding new software or services as they become available in the Resell Portal.
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## Benefits of Storefront (Auto)

## 1. Automation and Scalability

- Your clients can purchase directly from your storefront, eliminating the need for manual activations.
- Perfect for growing businesses with larger client bases.

## 2. Professional Branding

- A customized storefront enhances your brand's credibility and professionalism.
- Consistent branding helps you stand out in a competitive market.

## 3. Effortless Profit Tracking

- Transparent tracking ensures you always know how much you're earning.
- Bi-weekly payouts mean consistent, predictable revenue.

## 4. Hands-Free Operations

- Focus on marketing and client relationships while Resell Portal handles the transactions and delivery.
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# Pro Tips for Maximizing Your Storefront

- **Promote Your Storefront:** Share your URL on social media, newsletters, and business cards.
  - **Set Competitive Margins:** Experiment with profit margins to balance affordability and profitability.
  - **Engage with Clients:** Offer seasonal promotions or bundle discounts to boost sales.
  - **Monitor Trends:** Regularly update your storefront with trending or in-demand products.
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## When to Use Storefront (Auto)

The Storefront method is perfect for resellers who:

- Want an automated, hands-free solution for managing sales.
- Are building a large or growing client base.
- Value scalability, branding, and seamless profit tracking.

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By leveraging the Storefront feature, you can create a professional, automated, and scalable business that works for you around the clock. Launch your Storefront today and start unlocking your reselling potential!