

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.

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.

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.

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