



10 Step Guide to Successfully Reselling SSL

Here's ten basic, but very useful, steps to enable you to set up your SSL business successfully and help you to resell SSL Certificates effectively and profitably.

Step One

Advertise SSL Certificates as a core product on your website

Most customers requiring an SSL Certificate will already have a domain name, a web site and some level of hosting package. So where does the customer go to purchase an SSL Certificate? They will usually go to their trusted hosting provider, domain registrar or web designer / ecommerce consultant. If they cannot easily find SSL Certificates as one of your products they often use search engines and will find a company that does advertise SSL. This could be the SSL Provider or your competitor – either way you are missing out on otherwise easy extra revenue.

It is very important to show your customers that you provide SSL Certificates by displaying the availability of "SSL Certificates" as a product on your homepage. Our most successful Partners gain extra business by advertising SSL. You can also offer SSL Certificates as a value-add component of your products. But by using both methods you can attract the maximum amount of interest and also create a "one stop shop" situation where your customer can obtain all of their online requirements from a single supplier, namely you.

Step Two

Promote the use of multi-year SSL Certificates

Another great way to maximise your revenue from SSL is to offer 2, 3, 4 or 5 year validity certificates. If you purchase in bulk from GlobalSign, offering multi-year SSL Certificates will help you to burn through your inventory and help you to obtain even deeper discounts on future bulk contracts. Perhaps consider setting your default SSL Certificate offering to a 2 year certificate rather than a 1 year standard certificate. Your customers receive a multi-year saving and you receive better pricing and margin potential - which directly translates to increased profit.

Step Three

Create awareness within your own customer base

Perhaps the fastest way to start selling SSL efficiently is announcing the availability of SSL through a newsletter or mail blast to your existing customer base. Also make sure you are promoting SSL at the point of existing certificate expirations – e.g. when it is time to renew. Also consider up-selling to a multi-year OrganizationSSL Certificate or ExtendedSSL Certificate at the point of renewal which offer extra security benefits.

Step Four

Use the available marketing resources & dedicated Account Manager

GlobalSign has been successfully promoting SSL and its uses for over 12 years. We want you to use our knowledge and experience to create awareness throughout your customer base. SSL is an essential technology in the fight against phishing scams, man in the middle (MIM) attacks and Internet fraud. Customers can be at risk from identity theft from the snooping of just three simple pieces of information: name, address and telephone number.

Only approx 2% of all domains currently use an SSL Certificate. Considerably more than this actually NEED an SSL Certificate. Make sure customers know that SSL should always be used when posting data between a browser and their server (web mail, web forms, credit card transactions, information gathering etc).

Step Five

Implement the Ordering API / SAPI (Simple API)

The API will allow any customer to order SSL Certificates at any time of the day 24/7, 365 days a year. This means you will spend less time placing orders manually via the GlobalSign Certificate Center (GCC). GlobalSign provides both a full XML API and a simple AJAX based API (SAPI) if required for higher quantity ordering requirements. The SAPI allows for instant installation into your webpage or control panel with relatively little coding knowledge required.

Step Six

Be Competitive

If you sell SSL Certificates below the standard GlobalSign prices (SRP) then you are likely to sell more. Be competitive and make a name for your company as a competitive SSL Provider. GlobalSign Pay-As-You-Go prices allow you to make a considerable profit per SSL Certificate, even if you sell at a slightly lower price than GlobalSign sells directly. GlobalSign suggests that partners sell all types of SSL Certificates at approximately 10% less than GlobalSign. GlobalSign standard retail pricing is available at www.globalsign.co.uk or www.globalsign.eu.

Step Seven

Give the Customer a choice of SSL Certificate products

Every GlobalSign Partner can resell the full range of GlobalSign SSL Certificates - yet a lot of resellers only chose to sell the entry level Certificate products. Give your customers a choice to also purchase the entire breadth of the SSL portfolio, including ExtendedSSL Certificates and the various premium options such as Wildcard SSL, IP addresses, and Subject Alternative Names.

Step Eight

Run Special Offers

Running frequent special offers on your website, through advertising and customer communications can encourage rapid uptake of your SSL offerings. For example, some ideas to promote could be:

- Special pricing to create a sense of urgency
- Special programs to encourage GeoTrust and thawte customers to switch to GlobalSign SSL
- Special upgrade deals to upgrade customers to OrganizationSSL or ExtendedSSL
- Special initiatives to promote SSL options such as Wildcard SSL

Step Nine

Buying in Bulk to get the best discounts

We're here to help you grow your SSL business and giving you the right margin to meet your revenue expectations is essential to us. Buying in bulk, with commitment from as little as 5 SSL Certificates can dramatically increase your margin potential and the more margin potential you have, the more competitive and flexible you can be with your SSL strategy.

Step Ten

Create your own Sub-Reseller Channel

GlobalSign offers a unique reseller program that allows resellers to create their own sub-resellers. You enrol, manage, set their pricing and report on all sub resellers. This will help your company to increase your exposure to the potential SSL market, accelerate the number of SSL Certificates sold through your web site and your sub-resellers web site as well as help you to forge long term partnerships with like-minded companies.

For more information

Contact your Account Manager or Marketing Contact

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visit GlobalSign.com/partner-center