



Pricing Strategy Guide

Welcome to the Pricing Strategy Guide for Review Dingo Partners! This guide aims to empower our white-label reputation resellers with strategies to structure their offerings for maximum profit. Below, we cover recommended pricing structures, upsell strategies, bundle suggestions, and profit margin calculations to enhance your sales efforts.

Accessing Our Pricing

First and foremost, you'll find the pricing details we charge resellers in our Partner Price List, accessible on the [Reseller Resource Hub](#).

Core Product Pricing

Our core Reviews product is priced at USD 100 per month for resellers. The recommended sales price to your clients is USD 200 per month, allowing you to make a 50% profit, equating to USD 100 per month per location.

Recommended Pricing Structures

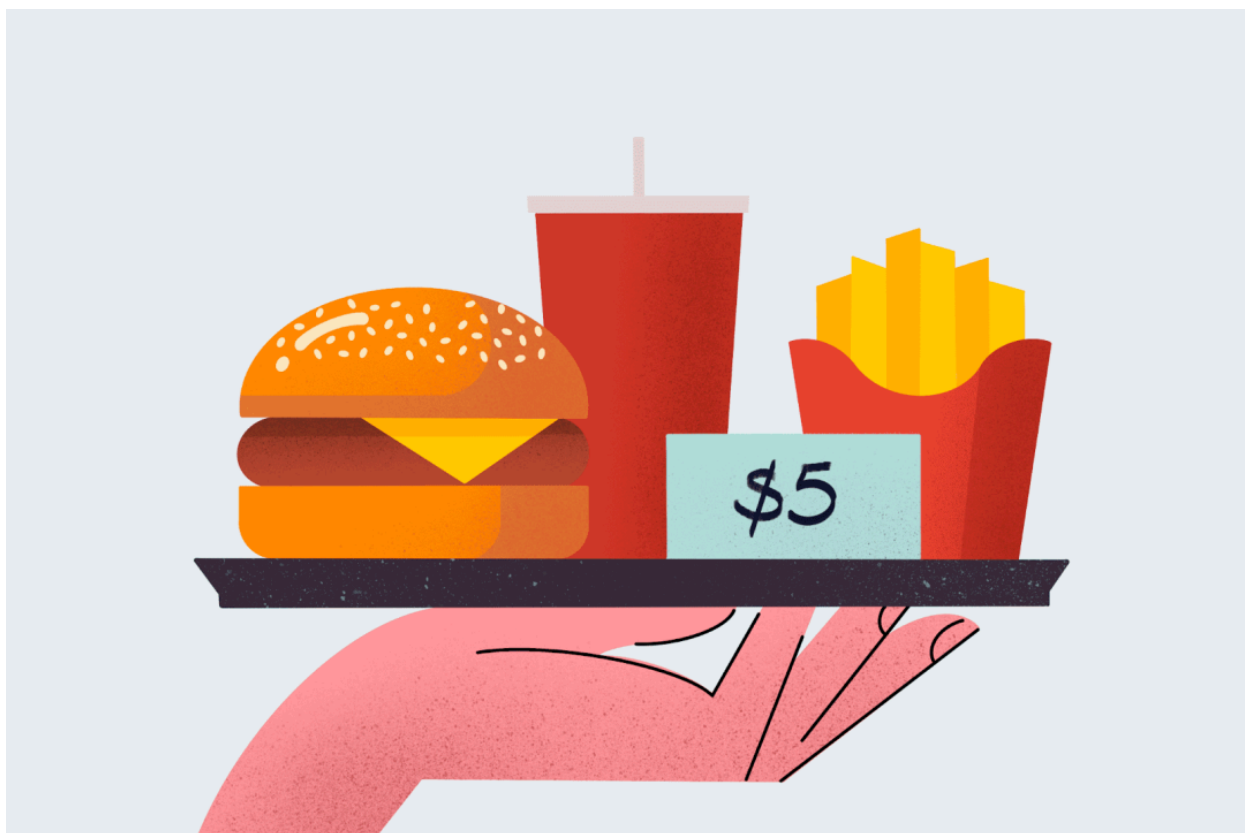
1. Premium Pricing Model: Start with the recommended price of USD 200/month for the Reviews product to emphasize value.
2. Tiered Pricing Model: Offer a sliding scale based on the number of locations (e.g., more than 5 locations for a discounted rate).

Profit Margin Calculations

- Core Product: Sell at USD 200/month, costing USD 100 – Profit = USD 100
- Add-On Multiplier: Recommended to sell at 2-3x the reseller's rate. For example, Listings can sell for USD 84-126/month, costing USD 28 – Profit = USD 56-98

Bundle Suggestions with Pricing

Creating the right bundle offerings is critical for attracting clients and boosting your profitability as a Review Dingo reseller. By thoughtfully combining our core and add-on products, you can offer compelling packages that meet diverse client needs while optimizing your revenue. Here's some examples on how to structure effective bundle packages and set the right pricing:



1. Standard Bundle:

- Includes: Reviews, Listings, Webchat

- Breakdown:
 - Reviews: Suggested price USD 200 (Reseller cost USD 100)
 - Listings: Suggested price USD 56-84 (Reseller cost USD 28)
 - Webchat: Suggested price USD 66-99 (Reseller cost USD 33)
- Total Client Price: USD 322-383
- Reseller Cost: USD 161
- Profit: USD 161-222

2. Pro Bundle:

- Includes: Reviews, Referrals, Surveys, Insights
- Breakdown:
 - Reviews: Suggested price USD 200 (Reseller cost USD 100)
 - Referrals: Suggested price USD 66-99 (Reseller cost USD 33)
 - Surveys: Suggested price USD 40-60 (Reseller cost USD 20)
 - Insights: Suggested price USD 40-60 (Reseller cost USD 20)
- Total Client Price: USD 346-419
- Reseller Cost: USD 173
- Profit: USD 173-246

3. Enterprise Bundle:

- Includes: Reviews, Google Reseller Ratings, Benchmarking
- Breakdown:
 - Reviews: Suggested price USD 200 (Reseller cost USD 100)
 - Google Reseller Ratings: Suggested price USD 440-660 (Reseller cost USD 220)
 - Benchmarking: Suggested price USD 110-165 (Reseller cost USD 55)
- Total Client Price: USD 750-1025
- Reseller Cost: USD 375
- Profit: USD 375-650

By leveraging these bundles, resellers can offer competitive pricing while ensuring substantial profit margins. Adjust the markup within the suggested ranges based on market demand and client expectations. These bundles not only maximize value for your clients but also enhance your profitability significantly.

Cross-Selling Strategies

Cross-selling is a powerful tool in expanding client engagement and increasing your sales revenue. By recommending complementary products that align with your client's existing services, you can enhance their business outcomes and maximize your profits. Here are some effective cross-selling strategies to implement:



1. Initial Value Demonstration:

- Begin with a free 7-day trial of the core Reviews product. This allows potential clients to experience immediate value and results.
- Use the trial period to highlight the impact of reviews on their business, ensuring clients see firsthand the benefits of investing in reputation management.

2. Leverage Success Stories:

- Share case studies and testimonials from other satisfied clients who have adopted add-ons successfully. Demonstrate the positive impact of these products on their business metrics.
- Host webinars or workshops showcasing how different add-ons like Listings and Webchat have helped similar businesses optimize their customer engagement and online presence.

3. Customized Product Recommendations:

- After the initial trial, assess the client's specific business needs based on insights gathered during the trial. Recommend add-ons that align with their unique goals.
- Use customer data collected during the trial to suggest personalized enhancements, such as adding Social Publishing for businesses needing to boost online engagement.

4. Incremental Sales Approach:

- Start with products that offer the most immediate benefits, such as Referrals or Social Publishing, and introduce additional add-ons gradually.
- Implement a phased upselling approach, slowly introducing more advanced features such as Benchmarking and Google Reseller Ratings as the client becomes more comfortable and sees ongoing results.

5. Create Urgency with Limited Offers:

- Offer discounted rates or bonus features for a limited time to encourage clients to adopt multiple add-ons quickly.
- Advertise seasonal promotions or bundles that provide a higher perceived value, prompting clients to make quicker purchasing decisions.

6. Package Upgrades:

- Encourage current clients to upgrade to bundled packages, which provide a comprehensive suite of tools at a discount compared to purchasing each add-on separately.
- Highlight the cost savings associated with package upgrades and emphasize the synergistic benefits of using multiple tools together.

7. Performance Reviews and ROI Meetings:

- Schedule regular check-ins to discuss the client's experiences with the Reviews product and any add-ons they have adopted. Use these meetings to identify additional needs and opportunities for upsells.
- Present quantified ROI and performance improvements during these reviews, making a strong case for further investment in the platform.

8. Ongoing Education and Support:

- Offer regular training sessions or resources to help clients fully utilize their current products, while subtly introducing them to the potential benefits of additional tools they have yet to adopt.
- Ensure your support team is knowledgeable about upselling opportunities and can assist in identifying potential product fits during interactions with the client.

By applying these upsell strategies, you can effectively increase client investment over time while providing them with tailored solutions to enhance their business operations, thereby maximizing their satisfaction and your profitability.

Maximizing Profitability

To fully capitalize on your role as a Review Dingo reseller, it's essential to strategically structure deals, especially when dealing with multiple accounts or multi-location packages. Here's how you can maximize profitability in these scenarios:



Strategic Multi-Location Packages

1. Volume-Based Discounts:

- **Client Incentives:** Offer incentives for clients with multiple locations to encourage them to sign more locations with you. This may include tiered discounts where the more locations they sign up, the greater the discount per location they receive.
- **Reseller Benefits:** As a reseller, you benefit from receiving bulk discounts for managing over 50 locations. You can pass on a portion of these savings to the client while still securing a considerable profit margin.

2. Tiered Pricing Structures:

- **Customized Solutions:** Develop tiered pricing models that offer different levels of service based on the client's size and needs. Customize offerings for small, medium, and large chains to cater to their unique requirements while maintaining scalable pricing.

3. Long-Term Contracts and Annual Plans:

- **Extended Commitment:** Encourage long-term commitments by offering annual plans at a discounted rate compared to monthly subscriptions.

This approach not only provides a steady revenue stream but also increases client retention.

- **Stability and Predictability:** Long-term contracts afford better business planning and financial forecasting, essential for strategic growth and expansion.

Leveraging Performance Bonuses

1. Performance Bonus Opportunities:

- **Initial Growth Incentives:** Leverage the 30-Day Transformation Challenge where resellers earn an additional \$200 bonus for every five locations sold within the first 30 days. This bonus provides a great initial push to expand your market presence quickly.
- **Ongoing Bonus Structures:** Structure ongoing bonuses based on sales milestones achieved beyond the initial month to keep motivation high and encourage continued sales efforts.

2. Bulk Sales Negotiation:

- **Flexible Pricing:** Use your ability to negotiate custom pricing for clients who significantly exceed the standard package limits to secure large accounts while maintaining profitable margins.
- **Value Partnerships:** Cultivate relationships with businesses that have the potential for significant expansions, facilitating further negotiated pricing as those opportunities arise.

Enhancing Profitability through Negotiated Pricing

1. Negotiation Skills:

- **Understand Client Needs:** Tailor negotiations around the specific needs and pain points of your clients. Present options that highlight the comprehensive benefits of bundling services across multiple locations.
- **Highlight ROI:** Demonstrate the return on investment to clients through case studies and data that prove the value of multi-location packages, which justifies your pricing structure.

2. Flexible Licensing Options:

- Growth Accommodations: Offer flexible licensing agreements that allow clients to seamlessly add new locations under the existing contract without drastic cost increases, thus facilitating their growth.

By implementing these strategies, you not only enhance profitability but also build long-term relationships with your clients, ensuring mutual growth and success.

Conclusion

By adhering to these guidelines, you can ensure that you retain 50% or more of all sales revenue, with opportunities for lucrative performance bonuses. For bespoke pricing strategies or any further discussions, we invite you to book a call with us at: calendly.com/allen-reviewdingo.

Thank you for choosing Review Dingo as your trusted partner in offering impeccable reputation management solutions. We look forward to supporting your sales success!