



# Reseller Guidelines

MAXQDA  
Windows & Mac

# MAXQDA Reseller Program



Since its first release in 1989, MAXQDA has quickly become one of the most widely used programs in qualitative and mixed methods research. MAXQDA is user-friendly, easy-to-use, and offers sophisticated features, which have **identical functionality on Mac and Windows**.

It allows researchers to import, organize, analyze, visualize, and publish all forms of data that can be collected electronically, including: interviews, surveys, (PDF) documents, tables (Excel / SPSS), bibliographic data, pictures, videos, web pages, and even tweets. Today, MAXQDA is available in 15 languages and is used by thousands of researchers in more than 150 countries.

The MAXQDA Reseller program was designed to encourage and reward sales efforts: we support you in expanding your business and reward you for selling licenses. Our 3 reseller levels provide benefits depending on your total sales figures each year.

## Benefits include:

- Commission on new sales and upgrades according to your reseller level.
- Your company is listed on the MAXQDA website.
- Your company is entitled to use the official “MAXQDA Certified Reseller Partner” logo on your website and in your sales campaigns.
- You receive newsletters providing you with the latest information on MAXQDA as well as special offers for you and your customers.
- We will provide campaign materials (e.g. brochures, flyers, and trial CDs) as requested.
- *Premium* or *Top* level resellers may sell an even wider range of products, such as subscription licenses.
- Top resellers also receive financial contributions to one marketing or sales event each year. Additionally, 4 spots at the annual MAXQDA user conference, the MQIC (including 2 workshop spots) will be reserved for your VIP customers.

## Reseller Levels

We offer 3 reseller levels, based on total MAXQDA sales revenue (before commission).

New resellers start at the *Classic* level and get a commission of 10% on new sales and upgrades.

We will review your sales volume once a year. As soon as the next level's revenue is achieved, we will upgrade you for the following year and provide the additional benefits of the new level (see below). You may move to a higher partner level sooner if you achieve the minimum sales earlier. Please contact us at: [partners@maxqda.de](mailto:partners@maxqda.de) if you wish to discuss your level before the sales year has closed.

	<b>Classic</b>	<b>Premium</b>	<b>Top</b>
Commisson on new sales and upgrades	10%	20%	25%
Minimum new sales for this reseller level	-	Annual sales of at least USD 15,000 EUR 14,000 (before commission)	Annual sales of at least USD 100,000 EUR 93,000 (before commission)
Additional Product Groups	-	Option to sell Leasing Licenses.  10% commission on new contracts and extensions. (See Reseller Agreement for details)	Option to sell Leasing Licenses.  15% commission on new contracts and extensions. (See Reseller Agreement for details)
Marketing Support	We will provide campaign materials (e.g. brochures, flyers and trial CDs) as requested.	We will provide campaign materials (e.g. brochures, flyers and trial CDs) as requested.	We will provide campaign materials (e.g. brochures, flyers and trial CDs) as requested.  We will financially contribute to one marketing or sales event each year with up to \$2,000.00 USD.

# Selling MAXQDA Software

## Introducing MAXQDA to your customers

VERBI will continuously provide you with all of the up-to-date artwork (logo, screenshots etc.) and product information you need for a high quality presentation of MAXQDA on your website. We will also gladly assist you in improving your MAXQDA page by providing additional content or customized materials (videos, more detailed images or feature descriptions, etc.), as requested.

## Flexible licensing for your customers

You will be rewarded for selling new licenses and upgrades of the software products MAXQDA Standard, Plus, and Analytics Pro. We offer a wide range of license options, including:

- Single User Licenses (computer-based licenses)
- Portable Licenses (USB flash drive-based licenses)
- Network Licenses (server-based licenses)

Detailed information about the license conditions can be found in the Reseller Handbook, which you will receive when you become a certified partner.

## How to Become a Partner in our Reseller Program

Every organization or business that sells software (especially software for qualitative or mixed methods research) can become part of our MAXQDA Reseller Program. It's open to organizations in all regions. Resellers from Germany, Switzerland and Austria are not eligible to receive a reseller commission.

You are welcome to apply for a reseller status using this form on our website:  
<http://www.maxqda.com/become-reseller>

If you have questions, please feel free to contact us:

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We look forward to our future co-operation!