



# CLOSE MORE SYSTEM SALES WITH HAL SYSTEMS

Reselling software for warehouse management, inventory management, and asset tracking applications can be challenging — and frustrating. There are some deals you can't close because to get the features and functions the prospect needs, you'd have to convince them to buy a solution that's way out of their budget. But standard software packages the prospect can afford have limited functionality and limited value.

Add a solution to your line card that fills this gap in the market and saves the deal by partnering with HAL Systems.

Our unique, configurable, browser-based solution that works in your clients' world, **HAL Traxx**, provides a high-value option that achieves support for complex processes at an affordable price in a wide range of opportunities in the SMB market.



## More Benefits of Partnering with HAL Systems

- Increased margin on software sales and implementation
- Deal registration and exclusivity
- No direct sales; leads passed on to resellers
- Increased total sales of integrated hardware and software solutions
- SaaS option and scalability of the solution helps you build long-term, recurring revenue
- Consulting and business process expertise available using Lean and Six Sigma methodologies
- Insights into many different verticals based on more than three decades of experience
- Solutions are backed by HAL Systems' 24/7 support

One of the biggest benefits of partnering with HAL Systems is our software itself, which is easy to configure, implement, and integrate. The flexibility of our solution enables you to leverage it for sales in a wide variety of applications.

# Not Only is Our Solution Flexible, So is Our Reseller Program.

The HAL Systems Reseller Program has three levels:

- **Referral:** Referral fee and joint selling opportunity
- **Reseller:** HAL Systems supports reseller in sales process and implementation
- **Master Reseller:** Reseller has skills to independently configure and implement HAL Traxx

**With HAL Systems, however, you aren't locked into a specific partner level.** You can choose your level of participation with each customer. For example, a Reseller may decide to act as a Referral Partner in a situation where HAL Systems' business process expertise will help with closing the sale and with implementation. The choice is up to you on how to best maximize your opportunities.

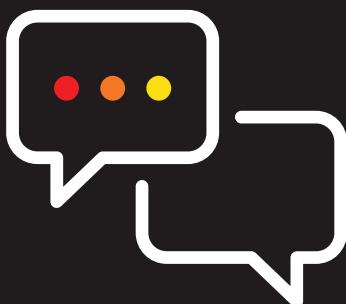
## We Don't Compete for Deals. We Help You Close Them.

Our resellers are an important part of the HAL Systems family, and we're invested in their success. We don't compete with our resellers for sales; rather, we provide them with the support and sales tools they need to close deals, including

### **Configured Web Demos.**

HAL Systems creates Configured Web Demos from a discovery document you and your prospect complete. Because of the easily configurable nature of our solution, we provide a demo that's specific to their business and provide a cost estimate.

Use the demo to allow your prospect to see firsthand how easily and efficiently they can manage their business with HAL Traxx or perhaps, with the help of our knowledgeable and responsive staff, set up a pilot program so they can experience the benefits firsthand.



### Let's Talk

You need HAL Traxx on your line card, and we are actively recruiting new reseller partners throughout the U.S. Contact us to discuss how a partnership will help you increase sales and grow your business.