

# GUIDED SELLING SOLUTION PARTNER PROGRAM



**excentos Software GmbH**  
[www.excentos.com](http://www.excentos.com)

- Partner model for Guided Selling-projects
- excentos services for solution partner
- example project schedule
- User interface options
- Partner model and pricing

## 8 REASONS TO START GUIDED SELLING-PROJECTS TOGETHER

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### Guided Selling

- 1 customers expect online advice and best product information
- 2 increases revenue and customer retention, reduces returns → clear ROI
- 3 product search & advice process (high involvement) is the ideal moment for personalized marketing
- 4 → sells more in web, app, instore and even chat and voice applications

### Advantages for you

- 5 high need in B2C and B2B for digitizing sales processes
- 6 provide innovative AI-features to your customers
- 7 strong combination: your UEX and marketing competence  
+ excentos self-service technologies
- 8 attractive recurring SaaS revenues

- **extended free trial** for the excentos Workbench of **60 days** (instead of 30 days)
- **free setup** (see [here](#))
- **up to 4 hours online training** or support building a **prototype for a sales pitch**
- **access to documentation** including our **best practices** and **concept kit**

and optionally:

- **consulting and support** (see [support packages](#))  
as 2<sup>nd</sup>-level support (you are customer-facing)  
or 1<sup>st</sup>-level support (excentos is customer-facing), just the way you prefer
- customized or individual **user interfaces** to meet your UEX requirements
- **provisioning of API incl. documentation**  
only required if you want to implement additional user interfaces or provide additional services

# WORKBENCH: BUILD PRODUCT GUIDES YOURSELVES

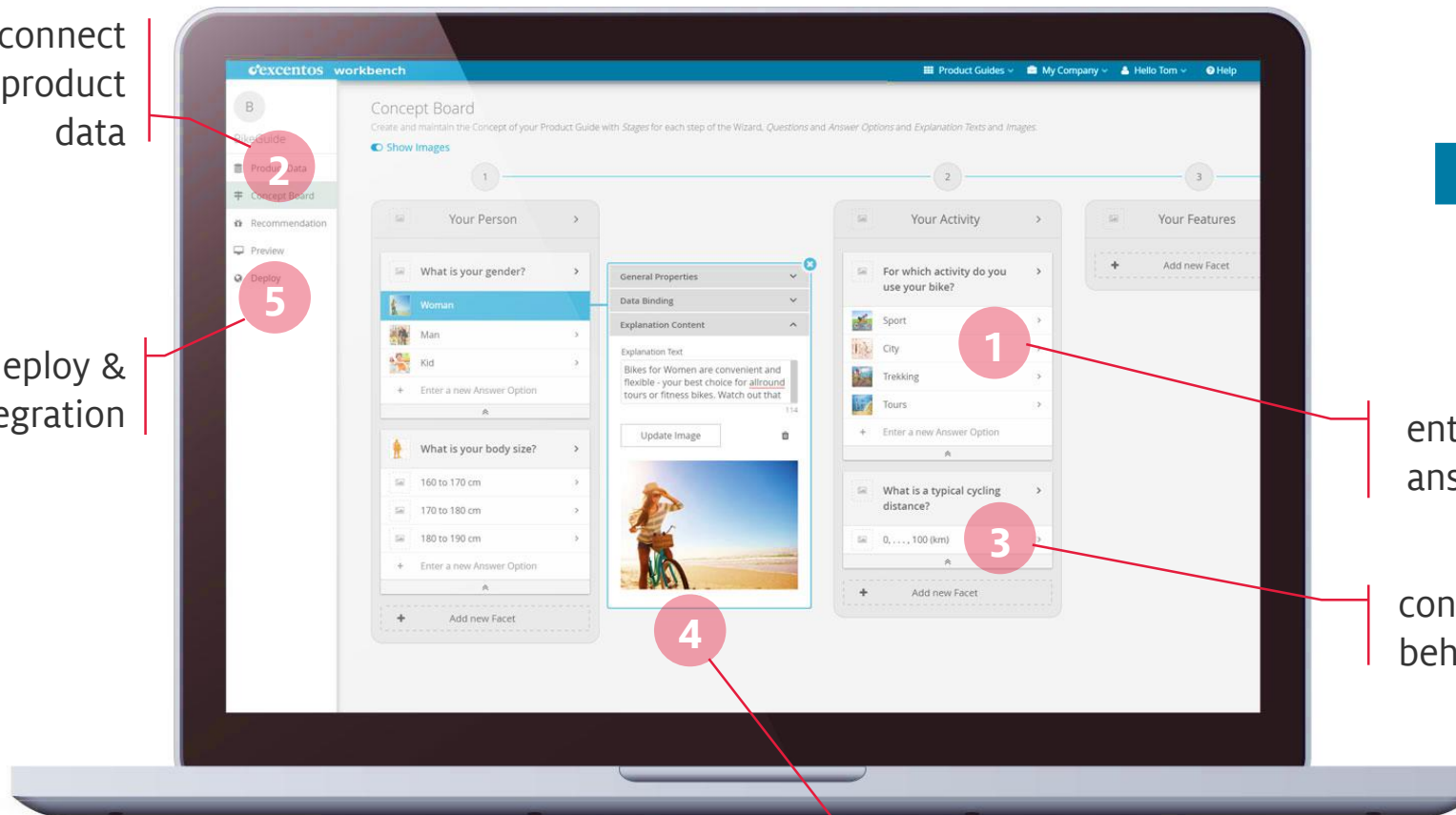


in only 5 steps from concept to go-live:

direct preview... and Go-Live!

connect  
product  
data

deploy &  
integration



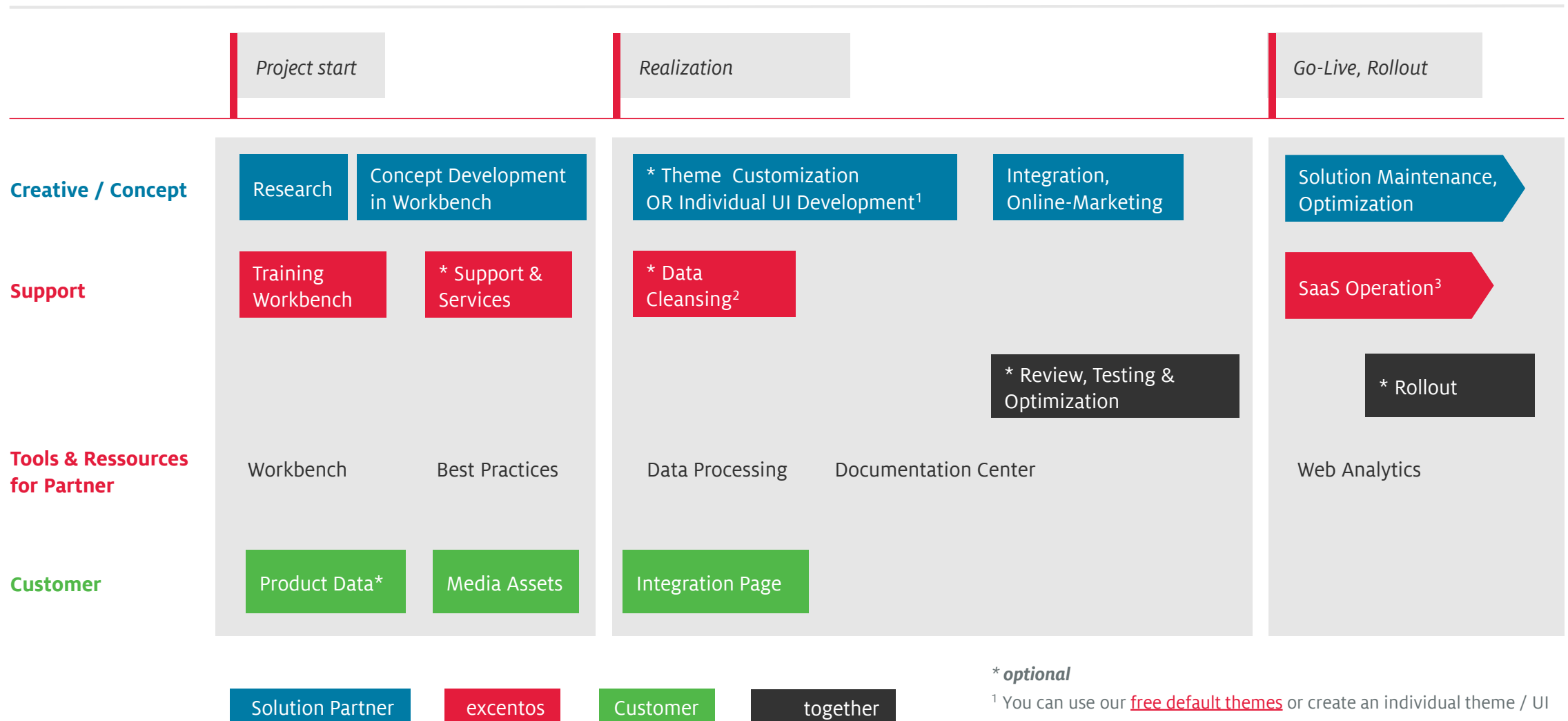
enter all questions and  
answer options + content

configure recommendation  
behavior

adapt screendesign / theming

more infos

# EXAMPLE PROJECT & TASK SHARING IN PARTNER MODEL



\* **optional**

<sup>1</sup> You can use our [free default themes](#) or create an individual theme / UI

<sup>2</sup> see description of our optional [data cleaning services](#)

<sup>3</sup> SaaS operation and hosting by excentos, [see details](#)

# SELECT THE RIGHT EDITION FOR YOUR SALES STRATEGY



You can build Product Guides **for free** with the [excentos Workbench](#) and only pay monthly prices:

## START

from 229 €/month

**best for ambitious online shops and websites**

- incl. 3.000 visits
- 2 free themes

## PROFESSIONAL

from 549 €/month

**ideal for shops and websites with high traffic**

- incl. 9.000 visits
- 3 free themes + customization
- comprehensive web analytics
- lead generator, cross selling and many more extensions available

## ENTERPRISE

from 800 €/month

**Perfect solution for large-scale eCommerce projects**

- visits upon request
- individual user interface
- further extensions such as self-optimization, chatbots, business and sorting rules etc.
- dedicated project manager

**60 day free trial period  
for Solution Partners**



excentos or you as the solution partner can be general contractor (i.e. holding the contract and sending the invoices to the end customer).

The contract between excentos and solution partner consists of a workbench license agreement according to our [www.excentos.com/pricing](http://www.excentos.com/pricing), and the [www.excentos.com/serviceterms](http://www.excentos.com/serviceterms) apply.

The solution partner is free to set any price to the end customer.

Solution partners receive a discount / sales commission on all recurring SaaS<sup>1</sup> fees:

monthly contractual SaaS volume across all your accounts	partner discount on excentos list prices
0,- to 2.500,- €	15 %
2.501,- to 3.500,- €	20 %
3.501,- and above	25 %

<sup>1</sup> The SaaS fees do not contain any professional services or support services.



# OPTIONS TO PROVIDE THE USER INTERFACE

The User Interface (UI) of your Product Guides can be provided by excentos (XC) or you:

recommended

## excentos default themes

**100% provided by XC,  
styled by you**

**best for quick results<sup>1)</sup>**

- excentos provides the UI with default themes
- fix layout and behavior
- you can style the CSS in the Workbench
- future-proof since excentos maintains the themes

*for free*

## excentos custom theme or UI

**custom-designed by you,  
implemented by XC**

**individual themes or UIs<sup>2)</sup>**

- XC or you / your agency defines an individual theme based on your styleguide
- XC implements the UI based on our JavaScript (React) framework
- implementation can be based on XC Portfolio or complete custom<sup>2)</sup>

*theme customization ca. 5 to 10 TEUR;  
individual UI ca. 10 to 30 TEUR*

## in-house development

**you design,  
you implement**

**for large-scale projects**

- if you want to deeply integrate the UI into your shop, implement custom features, need full control, or use your PatternLab/Widget-implementation
- you implement based on our API<sup>3)</sup>
- optionally, XC can support you<sup>4)</sup>

*please estimate yourselves*

<sup>1)</sup> extremely easy to integrate into your Website: just copy 1 line of JavaScript-code (see [docu](#))

<sup>2)</sup> depending on your needs and budget, we can a) style XC Portfolio components for a *custom theme* or b) cover your styleguide / corporate identity / look'n'feel to 100% with a *custom UI*. Requires ENTERPRISE edition

<sup>3)</sup> all recommender knowledge, content and the interaction flow are provided via the API so you can build the entire UI containing all functionalities yourselves based on our API docu

<sup>4)</sup> depending on your frontend resource, XC can provide support only or cover the full implementation in your technical framework