

# Reseller Application



Thank you for your interest in becoming a lynda.com authorized reseller. All prospective resellers wishing to purchase direct from us must meet certain criteria. Please fill out this application with all required information and email to sales@lynda.com or fax to (805) 477-1307. Upon receipt, your application will be reviewed, and if approved you will be sent a reseller agreement to execute within 30 days of this application.

## PROSPECTIVE RESELLER INFORMATION

Reseller Name .....

Contact Name .....

Contact Title .....

Email Address .....

Phone .....

Fax .....

Billing Address .....

Shipping Address .....

Duns # .....

Tax ID # .....

Web Address .....

## COMPANY INFORMATION

How many years has your company been in business? .....

What are the primary products/services your company offers? .....

What other training does your company offer? .....

Have you ever had a direct relationship with lynda.com in the past? .....

If so, please provide details. ....

## SALES INFORMATION

What are your year-to-date gross sales? .....

What are your previous year's gross sales? .....

What is the primary market that your company targets? .....

What percentage of your total sales is made through this market? .....  
Describe the sales force you presently use for this market. ....

**MARKETING INFORMATION**

How does the typical consumer learn about your company? .....  
What is the current marketing strategy for your company? .....  
What is your annual marketing budget? .....  
What percentage of your budget do you spend on advertising? .....  
How do you plan to market the lynda.com products? .....

**GENERAL INFORMATION**

What are you primarily interested in reselling? .....  
In which countries of the world do you do business? .....  
How many different lynda.com titles do you plan to stock? .....

**MINIMUM ORDERS**

lynda.com requires an opening order of \$3,000, and all reorders must be for a minimum of ten units. In addition, lynda.com requires an annual purchasing commitment of at least \$12,000. lynda.com will not drop ship for resellers.

**CREDIT TERMS**

All orders for the first 12 months must be paid in advance or order by credit card or company check. International resellers must always pay in advance or order by credit card using US funds. Net 30 day payment terms may be available after one year at our discretion.

I certify that the above information is true and correct, agree to the minimum order and credit terms, and wish to be considered as a lynda.com authorized reseller.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Date: \_\_\_\_\_