

TRAMIGO

RESELLER PROGRAM

The Tramigo Reseller Program offers a unique opportunity for businesses to expand their product offerings and increase revenue by partnering with us.

As a reseller, you'll gain access to a wide range of high-quality products, competitive pricing, and dedicated support to help you succeed.



Join our reseller network today and start offering your customers premium solutions while benefiting from attractive margins and a partnership you can rely on.

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Jessica T.

Logistics Manager, Lagos (end user)

"We've been using Tramigo T24 trackers for several months now, and I am genuinely impressed with their service! The tracking system is incredibly accurate and easy to use, which has streamlined our operations and saved us a lot of time. The real-time updates and detailed reporting have made it much easier to manage our shipments and improve customer satisfaction. I also appreciate their responsive customer support team—whenever I have a question, they're quick to assist!"



Grow your business & profits from this new venture.



Purchase our products & solutions at discounted prices and resell with your own markup.



Freedom to choose the products or services you want to resell, allowing you to align your business with your interests or expertise.

WHAT ARE THE

BENEFITS OF BECOMING A RESELLER?

Becoming a reseller offers numerous advantages, allowing you to expand your business without complexities, enabling you to tailor your offerings and grow at your own pace, providing a low-risk opportunity to build long-term, sustainable growth for your company.



Be a part of a globally recognized company with superior solutions & products.



Start small & easily scale your business as demand grows, without the need for significant upfront investment in stock.



Tramigo reseller program comes with training, marketing materials & customer service support, to help you grow your business with confidence.

OUR DIFFERENT RESELLER MODELS

Our flexible reseller models cater to the unique needs and goals of a variety of businesses - Whether you're looking to integrate products into your existing offerings, build a new revenue stream, or create a dedicated reseller operation, we provide tailored solutions that align with your vision.



Hardware Deposit Reseller

For businesses ready to invest in Tramigo's tracking solutions, this model allows resellers to gain full ownership of products with an initial deposit. Set your own pricing and maximize profits, with a reasonable capital investment. This model is specific to the FCT and TF150 trackers.



Consignment Reseller

For resellers with limited initial investment capital but have established businesses in relevant sectors, this program allows you to sell Tramigo's solutions without upfront inventory costs, enabling the reseller to focus on building their customer base.



Authorized Reseller

For resellers with their own or third-party software, this model allows you to easily integrate Tramigo hardware, creating a complete solution for your customers.



System Integrator Reseller

For resellers handling high volumes, this program offers competitive pricing and access to Tramigo's complete fleet management solutions. Enjoy volume discounts, dedicated support, and strategic partnership opportunities to scale your business effectively.



Distributor Reseller

Ideal for bulk purchasers, this program allows you to supply Tramigo solutions to your network of smaller resellers. Gain a competitive edge by exclusive distribution opportunities upon approval.

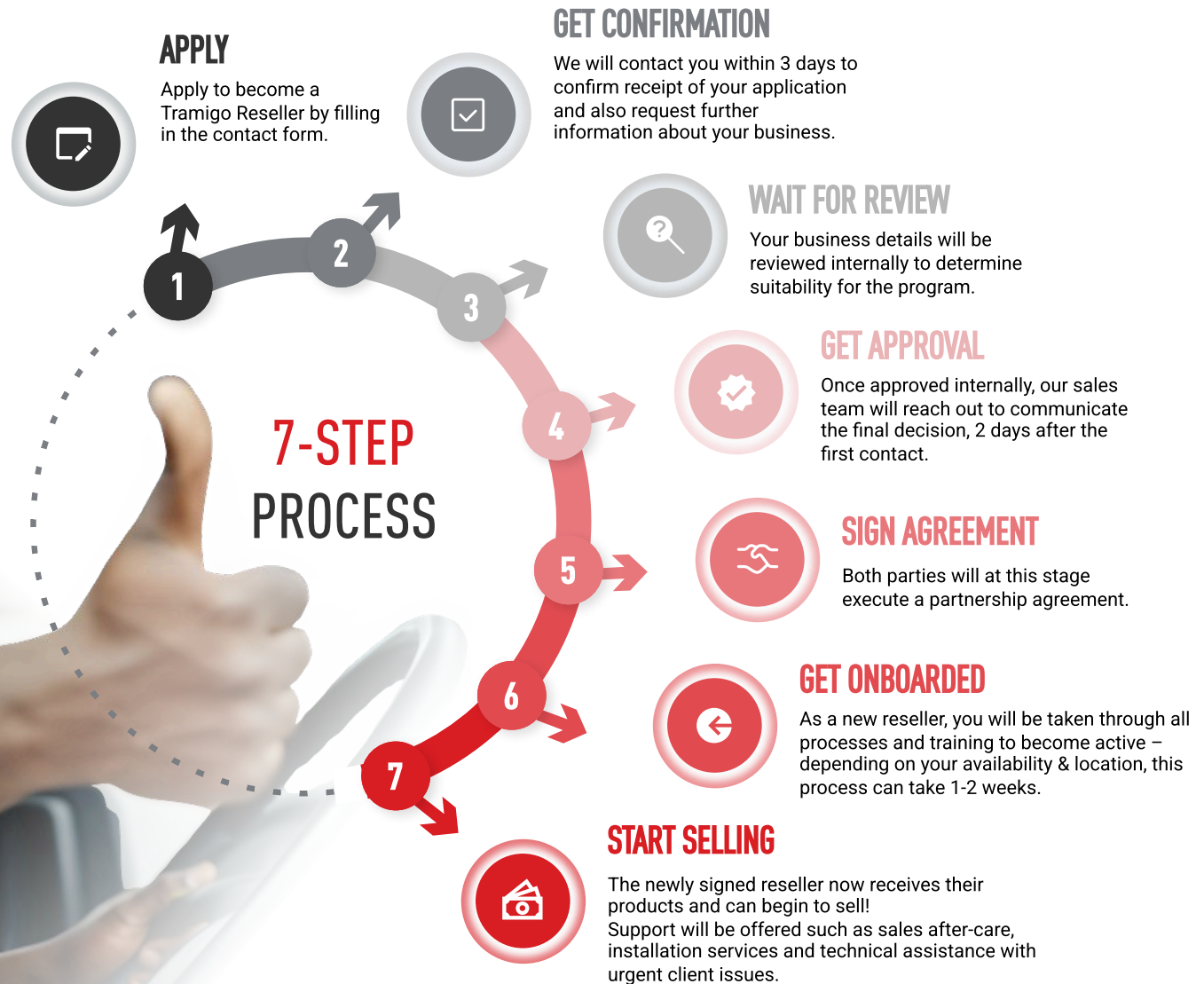
VALUE PARTNER PROGRAMS

PREMIER PARTNER PROGRAMS

	VALUE PARTNER PROGRAM		PREMIER PARTNER PROGRAM		
Requirements	Consignment	HW Deposit	System Integrator	Authorized	Distributor
Initial Purchase Terms	No initial commitment purchase required	Mandatory Minimum initial commitment purchase	Hybrid option to either purchase minimum order outright or no initial commitment	Initial purchases made must be in bulk	Purchase complete solutions outright and ensure exclusivity
MOQ (Minimum Order Quantity)	10-25 units	25 units	50-100 units	100 units and complete solution	500+ units and complete solution
Marketing Support	<ul style="list-style-type: none"> • Product fliers • Product posters • Solutions brochures • Marketing videos • Mention on website reseller page 	<ul style="list-style-type: none"> • Product fliers • Product posters • Solutions brochures • Marketing videos • Mention on website reseller page • Lead generation 	<ul style="list-style-type: none"> • Product fliers • Product posters • Solutions brochures • Marketing videos • Mention on website reseller page • Lead generation 	<ul style="list-style-type: none"> • Product fliers • Product posters • Solutions brochures • Marketing videos • Mention on website reseller page • Lead generation 	<ul style="list-style-type: none"> • Product fliers • Product posters • Solutions brochures • Marketing videos • Mention on website reseller page • Lead generation
Pre-Sales Support	<ul style="list-style-type: none"> • Technical training • Product & solutions induction 	<ul style="list-style-type: none"> • Technical training • Product & solutions induction 	<ul style="list-style-type: none"> • Technical training • Product & solutions induction • Demo & testing onsite 	<ul style="list-style-type: none"> • Technical training • Product & solutions induction • Demo & testing onsite 	<ul style="list-style-type: none"> • Technical training • Product & solutions induction • Demo & testing onsite
After Sales Services	<ul style="list-style-type: none"> • Direct Technical Support contact 	<ul style="list-style-type: none"> • Direct Technical Support contact 	<ul style="list-style-type: none"> • Direct Technical Support contact • Periodic client referrals • Certification 	<ul style="list-style-type: none"> • Direct Technical Support contact • Periodic client referrals • Certification 	<ul style="list-style-type: none"> • Direct Technical Support contact • Periodic client referrals • Certification
Financing	Fixed volume pricing	Fixed volume pricing	<ul style="list-style-type: none"> • Special Bulk pricing • Discounts for prepayment • Tender prequalification support 	<ul style="list-style-type: none"> • Special Bulk pricing • Discounts for prepayment • Tender prequalification support 	<ul style="list-style-type: none"> • Special Bulk pricing • Discounts for prepayment • Tender prequalification support

WHAT ARE THE **STEPS** TO BECOME A RESELLER ?

Joining the Tramigo Reseller Program is quick and simple. With **dedicated support and easy-to-follow steps**, we ensure you're up and running with no hassle, ready to start selling and growing your business.



WHAT ARE THE

CRITERIA TO BECOME A RESELLER?

To become a reseller, businesses must meet a few essential criteria to ensure mutual success. We're looking for partners with a strong drive for growth, the capability to market our products effectively, and a shared commitment to delivering exceptional value to customers. This ensures a partnership built on shared goals and values.

- 1 Have a registered & active business in the specific relevant region
- 2 Possess an entrepreneurial spirit and an interest in the vehicle tracking & fleet management sector
- 3 Have active networks/contacts within the transport and logistics sector

- 1 Start with a clear understanding of our business models, each with a minimum investment. This commitment ensures you have the tools you need to succeed.
- 2 Have a physical outlet in a strategic location – or if online, have a clear sales strategy and a functional platform for distribution.
- 3 Align your business with Tramigo's core values of quality, professionalism, and an unwavering commitment to customer satisfaction.

HOW TO

ACHIEVE SUCCESS AS A TRAMIGO RESELLER?

By focusing on these core factors, resellers can establish a strong foundation, build a loyal customer base and thus consistently grow their business in a competitive market.

WHAT CAN A NEW RESELLER **EXPECT** FROM THE PROGRAM?

As a new reseller, you can expect to receive a variety of perks to get you successfully started on your selling journey.



Website Placement

New resellers are featured on the Nigeria website, making it easy for potential customers in your region to find and connect with you.



Webpage

Achieve sales in the top 10% within your first quarter, and you'll earn a full-page feature on the Tramigo website for your country.



Marketing Support

Receive branded materials for display in your store or for distribution to attract the right customers.



Technician Training

New resellers will receive comprehensive training and ongoing support from Tramigo until they are fully equipped and confident to start installations independently.



Client Referrals

To further the new Reseller beginning the reseller journey, Tramigo will refer clients who are in the reseller's area and vicinity directly to them.



24/7 Technical Support

Enjoy around-the-clock technical assistance, ensuring quick resolutions to keep your customers satisfied.