

Dynotag Associates Program

Effective as of Oct 1, 2017

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What is Dynotag Associates Program (DAP)?

DAP is a partner program offered by Dynotag to qualified applicants in the U.S.

DAP offers a generous (up to 40%) commission on all sales of Dynotag goods through Dynotag's online storefront at dynotag.com/store.

Application is easy. Provided that you meet the requirements outlined below, all you have to do is signing in to your dynotag eStore account at dynotag.com/store (if you don't have one, it is free and takes a minute to create an account) - then:

- 1) Choose "Rewards" from the menu to view the referral rewards page
- 2) Click the "Become an Associate" button - and follow instructions. That's all!

Upon acceptance, you will receive an email with all the information necessary to start earning immediately.

Who can become an associate?

Associate Requirements:

- **Must have a Dynotag eStore account.**
When you create a free Dynotag eStore account at dynotag.com/estore, you provide bulk of the information needed, such as e-mail address and USPS mailing address. These addresses will be used as your official contact addresses for associate business.
- **Must be a U.S. citizen (with Taxpayer ID).**
Currently we can only enlist U.S. citizens.
- **Must be comfortable using dynotags and using computers / smartphones.**
You must read and understand online documentation and answers to Frequently Asked Questions at dynoverse.dynotag.com/documentation/ You have to understand dynotag technology, how it works, and demonstrate it on demand. You have to be comfortable using computers and web browsers to effectively use the dynotag technology and provide pre-sale and post-sale support to customers (email, chat, etc.).
- **Must have the drive and initiative to market and sell effectively.**
It takes an understanding of the customer base to market and sell effectively. Must understand why exactly the customers will love the dynotags and highlight these points effectively.

- **Must be an active social participant**

Social groups are where the customers are - so the associate is expected to cultivate relationships with customers accordingly:

- Active on social media and/or online (facebook, pinterest, blog, etc.)
- Active at church or school
- Active on pet shelter, day care or elderly care
- Active in social circles (swap meets, picnics, etc.)
- Genuinely cares about improving customers' lives with Dynotag technology

- **Earnings are paid via PayPal invoicing only - a PayPal account is required**

PayPal is one of the largest e-payment services and works globally.

You should have a PayPal account (which is free) so you can invoice Dynotag and get your funds transferred electronically.

What makes DAP different?

There are other associate and referral programs which are easy to enroll but do not offer significant commissions. Most programs with significant commissions (10% or more) require **on-boarding fees**, **inventory management** and **customer billing** activities.

A Dynotag Associate, however:

- Makes up to 40% commission on sales of dynotag goods.
- Does not pay any enrollment or on-boarding fees.
- Does not have to stock any product (product inventory is handled by Dynotag).
- Does not perform order payment processing (Payment processing is done by Dynotag).
- Does not ship products to customers (order shipping is handled by Dynotag).
- In addition to the direct commission, Dynotag tracks when a new end customer is introduced to Dynotags by their first purchase – by the associate. From that point on, the associate qualifies for “residual commission” of about 2% whenever their customer makes a purchase through any other channel, for up to several months. Details of these are covered in the [Dynotag Associates Program Operating Agreement](#).

A Dynotag associate generates a revenue stream by:

- Studying and understanding the value of service provided by various Dynotag product families.
- Organizing events, promotions, online presence, social campaigns to sell dynotags.
- Facilitate product sales using a special web link and coupon code provided by Dynotag.
- Once Dynotag ships the products and customer receives them, a 30-day unconditional satisfaction return warranty is in effect. At the end of that period, the associate commission becomes payable.

Dynotag also runs various promotional activities to help increase sales activity. If an item is repriced and/or discounted and your customer purchases it at a discount, then your commissions are computed on the effective sale price.

Over time, new users purchasing a dynotag make more purchases through the dynotag store and generate residual commissions for the associate who introduced them to dynotag. Also, whenever an associate's valid coupon or store link is used to make a purchase, the associate makes commissions from the new sale as well.

What Sales Models are Available for Associates?

Reference selling

(This is the default and easiest model)

- Share your special link, or coupon code.
You will have one or more coupon codes and links available to you as soon as your associate application is accepted. The acceptance email will outline the resources issued, and when you reload your browser with dynotag eStore, you will see the new "Associate" function that will take you to the [Associate Dashboard](#) page.
- Dynotag takes orders from your customers and ships them the products they purchase, registering your commission for each sale. You can track your sales in real-time in your associate console and with notifications sent to you by dynotag.
- After the return period for sold products is closed - your commissions become payable, for which you can invoice Dynotag.
- Base Commission plus **Performance Bonus!**
You will receive **25%** commission on all of your Dynotag® **sales** PLUS you will receive a **5% bonus** when your monthly sales reach **\$1,200** or a **10% bonus** when your monthly sales reach **\$3,200**.
- **Advantages:**
 - Zero out of pocket investment to get going. You generate interest in product by your ongoing activities in your physical and online communities.
 - You do not have to stock an inventory
 - Great for selling online such as social media campaigns at FB, Instagram, blogging.
 - The more you sell, the more you make - thanks to bonuses...

- **Notes:**

When selling physically (at a meeting, school, church, etc. function) it is challenging to sell when you do not have product in hand. We suggest exploring "Group Registration" selling model (described below) in that case.

Group registration selling:

- Dynotag will work with you to facilitate group selling
- In this model, you introduce the product, then take product reservations and payments - then submit a group purchase order to dynotag for goods you already sold.
- Dynotag will **ship all goods to you under your P.O.** and if the order is above **\$200**, give you a an **additional 5%** commission - **30%** for the entire group sale.
- Base Commission plus **Performance Bonus!**
You will still be eligible to receive a **5% bonus** when your monthly sales reach **\$1,200** or a **10%** bonus when your monthly sales reach **\$3,200** this enables your commissions to reach as high as **40%!**
- **Examples:**
Fundraisers for school team, humanitarian causes. You have access to an interested group ready to contribute to a cause. You can give some or all your commissions to the cause.
- **Advantages:**
 - Do NOT have to stock product
 - Higher commission margin!
 - Help a cause AND make commissions
 - All sales complete at once - and your commission becomes invoiceable upon shipment.
- **Notes:**
 - Items are not returnable.
 - Do have to perform the work of order taking, executing purchase order with dynotag, distributing goods to those who purchased.

Private Label selling (requires an addendum agreement):

- You get a customer who wants in 200+ units of a product with their logo on it.
- Dynotag works with you to offer the specialty designed product with a bulk discount.
- You secure the order and get 50% downpayment (or 100% up front, if you can).
- Dynotag will manufacture and ship the bulk units to you once the payment is completed.
- You make 25% of the sales amount.
- **Advantages:**
 - No inventory to carry
 - 25% commission is invoiceable immediately.
- **Notes:**
 - This program is available only for 200+ units.
 - The sales cycle can be long - and requires patience as business customers take time to make a decision. However, the sales amount is considerable once sale is closed.
 - You can mark the sale up from the deep discount provided by Dynotag based on your order quantity. Dynotag computes your commissions on the quote given to you - you can charge for your value added services and make the sale at a higher valuation. For example, if you provide design services for a custom tag design and add that to the base quote from dynotag.
 - This model requires a "Reseller Agreement" to be executed. Please contact partners@dynotag.com for details.

Sample Associate Setups

Here are some common associate scenarios:

Humanitarian Cause: Pet Shelter



Mary works as a volunteer at the local pet shelter named **FurryPals** . Cash is always tight and budgets are under pressure. A must-have product for pet owners, highly rated Dynotag Super Pet Tags offer a wonderful potential for an additional revenue stream from the existing sponsor and supporter base.

Mary applies to become a Dynotag Associate on behalf of **FurryPals** and is accepted into the Program. She chooses "**FurryPals**" as the "base coupon name" for the account, so she is automatically issued a coupon for "**FurryPals**" that gives her 25% commission on referral purchases.

Getting started, Mary knows the "Referral Selling" model is how she wants to start. That provides Mary with a 25% base commission, with potential to reach 35%. If she wants, Mary can create other coupons to provide up to 20% of the sale price as a "low price incentive" to her customers - but that is to be used judiciously as it reduces commissions.

Mary does the following to create demand for her products:

- Introduces Dynotag SuperPetTags on **FurryPals** Facebook page
- Posts happy pet photos and dynotags on Instagram
- Links to dynotag content, such as dynoverse.dynotag.com/pets - to communicate product features in detail.
- Tweets mentions of above posts
- Prominently displays as a brief introduction on the **FurryPals** web page, sharing heartwarming success stories...
- ... in all cases mentioning the **FurryPals** coupon code - and for online posts, sharing the **special store link** that already has her coupon built-in.

In addition,

- Mary uses the ready-made brochure templates offered by Dynotag to quickly make her brochures and prints them at home.
- Sets up pop-up boards and posters using templates provided to make her own online material and publish them online.
- Other printed materials are created as necessary, such as
 - posters for the shelter, and
 - a pop-up cardboard for the store area.
- Mary leverages Fundraisers and Social Gathering events to promote the dynotag offer in advance, as well as during the event.

Thanks to Mary's diligence, sales pick up quickly - and exceed **\$5,000** in the first month alone, qualifying for **35%** commission = **\$1,750**

Mary can track the performance of her sales live - as they happen - at the Associate Dashboard in her Dynotag Store account.

Once shipped goods are beyond the initial 30-day return period, Mary's earnings become **billable** and Mary **invoices** dynotag electronically via PayPal, receiving the proceeds via PayPal within days. All transactions are tracked and reported so Mary has all she needs for recordkeeping purposes.

So, without much additional effort, Mary and **FurryPals** access the untapped potential of their support network and equip their friends a great product for life, while earning a considerable sum on a monthly basis! After all, Dynotag offers a variety of products other than Pet Tags - and purchase of any product via the associate link or coupon generates commissions for Mary's associate account.

Furthermore, Mary and **FurryPals** initiated customers making dynotag purchases through other avenues (directly off dynotag store site - or via another reseller) still results in a **residual commission** to Mary and **FurryPals**!

School Fundraiser



Fundraising is a part of school life. Whether it is the sports team supplies, road trip for the band, or just supplies for the classroom, there is always need for extra cash.

Mary is also an active mom at Riverdale High School. Having sold dynotags for the **FurryPals** pet shelter, she knows dynotag Super Pet Tags, Emergency ID Tags and Property Tags make excellent fundraising items.

Mary follows the same successful marketing she did for the **FurryPals** Pet Shelter - but with one exception: She and her helpers decide to sell products using the "**Group Registration Model**", visiting donors to take orders and payment ahead of time, then receiving all products from Dynotag in one batch - and distributing them to their owners. This opens the potential to making up to **40% commission** for this project - leading to a significant earning that help realize the fundraiser goals in short order!

Tallying Commissions & Performance Bonuses

The Dynotag Store keeps track of sales daily - however, commission and Performance Bonus computations are done on a monthly basis, computed during the first week of every month.

Associate Earnings are computed after the product return window is closed, which is normally 30 days after the product is shipped to end customer. After the base commission earnings are computed, then any applicable 5% or 10% bonus is computed and added on.

Example:

Mary's associate experience described above - in more detail. So, Mary is an associate and uses the base coupon **FurryPals** for reference sales, at full 25% commission.

Mary chooses to raise funds by selling at 0% discount to end users, and she keeps all the 25% commission from each sale, because:

- Mary's customers and social circles are friendly and want to help her cause.
- Mary knows and dynotags are a great value at their retail price and communicates well with her customers.

In the month of June, Mary's associate **sales** (pending) are as follows for the four weeks:

- Week 1: \$475
- Week 2: \$255
- Week 3: \$415
- Week 4: \$2,132 (The week of the annual fundraiser picnic!)

- By the end of June, Mary's **sales** in the month are: $475+255+415+2132=$ **\$3,277**.
- At her 25% commission rate, the pending commissions are **\$819.25**
- At the end of July, all of Mary's June **earnings** from **sales** in July move from "pending" to "invoiceable" status. At that time, bonus calculations are made for the month, and the settled sales of **\$3,277** qualifies for a full 10% bonus of **\$327.70**

- Mary's June commissions are thus boosted by another 10% of June sales = **\$327.70**, bringing the final earnings for June to :
Sum of base 25% commissions of **\$819.25 + 10% bonus of \$327.70 = \$1,146.95**

Net of 35% commissions of all sales in June... Good job, Mary!

Apply to Become an Associate

All you need is a free dynotag.com/store account to start the process.

1. Just click "Rewards" from the menu to go to the "Rewards" page - then
2. click the "**Become an Associate**" button to submit your application. You will be providing a base coupon name at this step...

Most applications are finalized the same day - and you can start earning revenue ***immediately!***

We are looking forward to working with you to help you succeed!

