

Become an approved  
e-learning reseller and  
**generate additional  
income**



**VIRTUAL**  
COLLEGE  
[www.virtual-college.co.uk](http://www.virtual-college.co.uk)

# Why become a Virtual College reseller?

## Reason 1

The e-learning market has increased ten fold since 2000 and is now forecast at £500 million. It is becoming a mainstream component of the education delivery model.

## Reason 2

Using e-learning can save organisations up to 50% compared to trainer-led education. Businesses and learners want the flexibility to learn at a pace, place and time to suit them!

## Reason 3

Becoming an approved Virtual College reseller is a fast track to offering an e-learning portfolio to your existing customers and learners. It also creates a powerful vehicle to establish new customers/markets.

## Reason 4

Virtual College have a 15 year track record as the UK's leading vocational e-learning provider with over **650,000** registered online learners. We have a portfolio of over 150 e-learning courses which have been developed to meet specific learning needs.



# What is an approved reseller?

## Virtual College operates two types of reseller models:

### Affiliate

A person or organisation who wishes to sell Virtual College (VC) courses using our **E▶nable** Learning Management System (LMS), purchasing and invoicing systems, with all learners owned by VC. VC owned means that VC can market directly to the learners.

- Free set up
- £5 per sale of a £30 e-module (example)
- Learner communication is from VC
- Learner set up in VC LMS organisation
- VC tracks learner progress
- Affiliate gets purchase status reports only
- Affiliate cannot self-add learners

### Reseller

A person or organisation who wishes to sell VC courses but the learners will be owned by the reseller. VC cannot directly market to these learners without the approval of the reseller.

- Minimum sales commitment
- £5 per sale of a £30 e-module (example)
- Learner communication can include reseller
- UK-based learner support
- Learner set up in dual branded LMS
- Reseller can manage learner in dual branded LMS
- Reseller can track learner progress
- Reseller gets purchase status reports plus full learning progress reporting
- Reseller has option to self-add new learners

## Where does the learning take place?

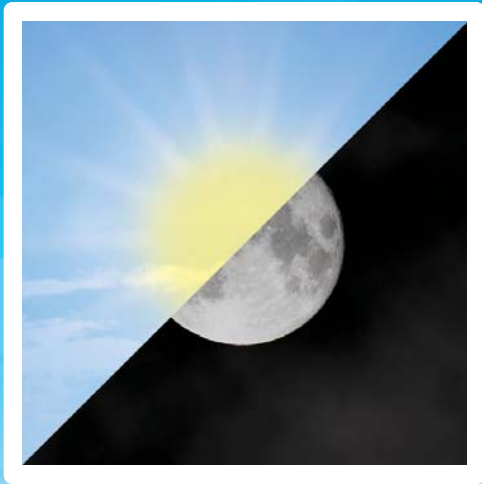
Customer or learners can undertake their e-learning at a place to suit them!

Our feedback evaluation from **over 650,000 online learners** shows that:

- One third do it at **home**
- One third do it at **work**
- One third do a **mixture**



## When can learners access the solution?



Unlike traditional delivery, learners can access their learning day and night, 24/7.

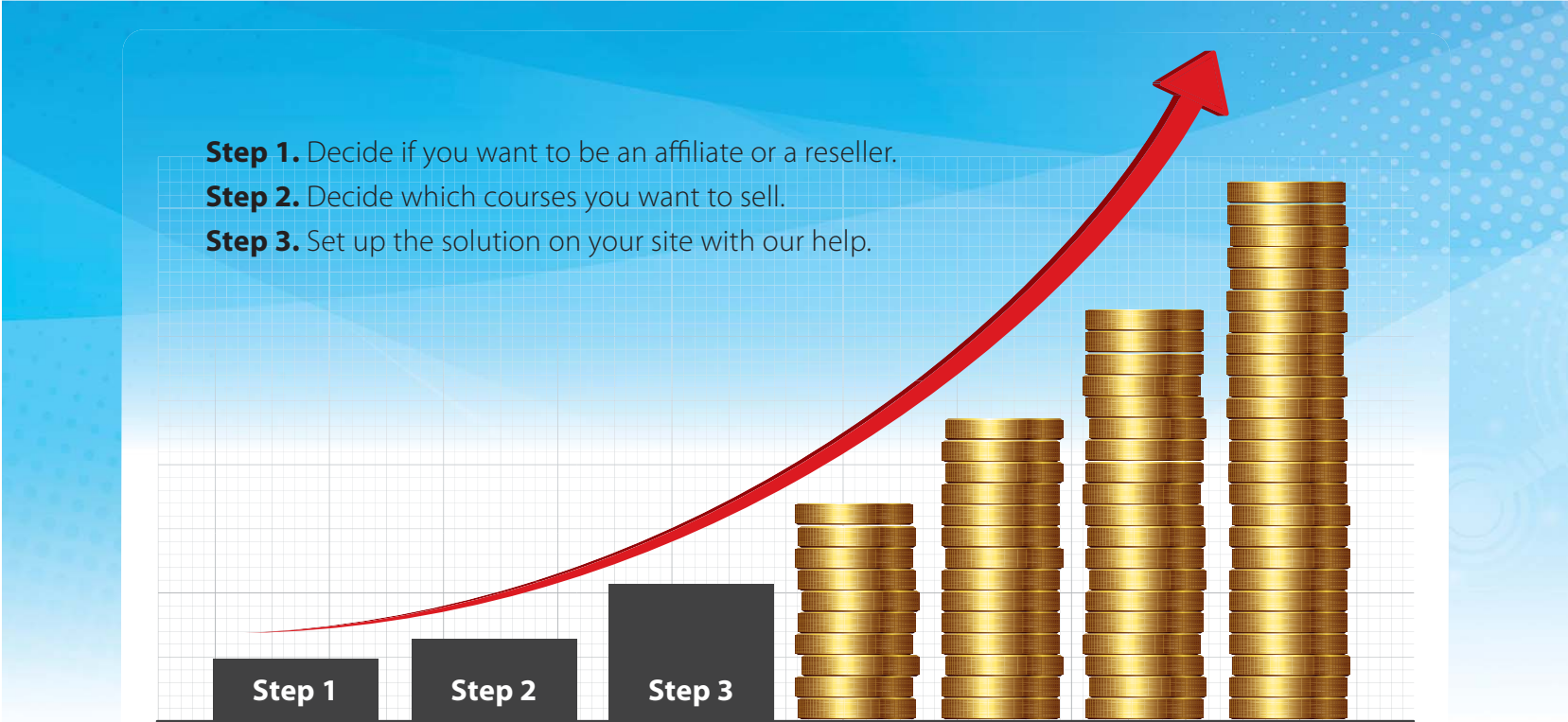
**At a time to suit them!**



We help you set up to be an affiliate in a few hours or a reseller in a few days.

**We hold your hand throughout the set up process!**

# How do I become a reseller?



**Begin to make money!**

# Reseller examples:



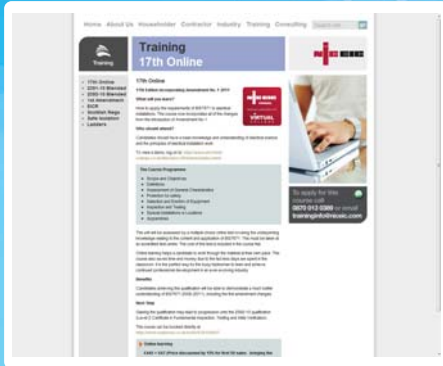
## Verner Wheelock Associates

Food Training business promoting Level 1, 2 and 3 food hygiene courses.



## National Childminding Association

A professional membership association for childminders and nannies promoting safeguarding courses.



## NICEIC

The UK electrical contracting body promoting a range of e-learning courses to over 25,000 contractors.

Virtual College is the UK's number one e-learning provider; a UK -based company with UK-based support and a proven track record of success with reseller partnerships for over 15 years.

With over 150 online courses powered by **E▶nable**, the UK's leading Learning Management System.

 Phone  
**01943 605976**

 Email  
**info@virtual-college.co.uk**

 Web  
**www.virtual-college.co.uk**

Celebrating  
**650,000**  
online learners



**VIRTUAL**  
COLLEGE

Virtual College Group plc.  
Marsel House, Stephenson's Way, Ilkley, West Yorkshire, LS29 8DD