

**Title:** MK Express, the Resellers Guide  
**Project:** MK Express  
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**Submitted By:** Tony Cooper

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## 1. Product Overview

In general, the cost of developing master key software is small compared to the cost of supporting it. MK Express has been design specifically to avoid these support costs while providing a simple way to calculate an asymmetrical master key systems.

These lower support cost allow MK Express to target the small to medium locksmith with little to no understanding of how a Master Key system is calculated.

More information about the features can be found at:

<https://MKExpress.com>

## 2. Pricing

As a reseller you will be charged \$240<sup>(USD)</sup> for a new registration and \$80<sup>(USD)</sup> for an upgrade from the previous version.

The MKExpress.com web site sells new registrations for \$348<sup>(USD)</sup> and upgrades for \$120<sup>(USD)</sup>.

It is recommended that your retail price to the locksmith is of a similar value to the price on MKExpress.com.

Two weeks notice will be given before an increase in the Reseller's Price.

The Reseller's Price may be lowered to allow for special offers during trade shows.

## 3. Registration and Activation

Each copy of MK Express gets its' own registration to identify it. Once the registration is entered, MK Express will request an activation code from the web server.

The web server will only allow one copy of the software to be activated per registration. So, if the user wants to run MK Express on another computer, they need to de-activate it on the first machine.

Activations can be manually dropped from the server if the user is not able to de-activate it. This tends to be the case when a hard drive becomes corrupt or the machine is stolen.

## **4. Reseller Functionality on MKExpress.com**

### ***4.1 Logging In***

At the bottom of the web page is the text “Copyright © Balsa Limited”. Click on the © symbol and this will take you to the login page.

The login page will require your email address and password, and once logged in, the menu options will change to reflect the reseller functions you can now access.

### ***4.2 The Profile Page***

This page will allow you to update your contact information and password. It is important to change your password the first time you log into your account.

Changing the email address used will require the intervention of the system administrator.

### ***4.3 The Clients Page***

This page allows you to search for a client's record, and any associated registrations purchased. Creating a the client's record is the first step in making a sale. This list of clients is not available to other resellers.

### ***4.4 The Sales View Page***

This page displays a simple report of the sales made for a period of time with the Reseller Price and your reference number.

## **5. Making a Sale**

### **5.1 Find the Client Record**

Go to the Clients Page and establish if the client already exists.

### **5.2 Create a New Client Record**

To create a new client record, move your mouse over the “Client” menu item, a sub-menu with “Create Client” will appear.

The Create Client page will allow you to enter some basic information about the client. The “Client Name” and the “Country” are the only fields that are mandatory, BUT please consider adding the email address and phone number as these will help us identify the client during support requests.

### **5.3 Creating a New Sale**

Once you have the Client Record selecting the “New Sale” button will take you to a page where you can enter a reference number and Payment Type.

Select a payment type of Account and enter a reference number which would help you reconcile this sale to your own records.

Press the “Create” button to generate the new registration.

### **5.4 Reviewing the New Registration**

After pressing the “Create” button, you will be taken to the a page displaying the registrations now associated with the Client Record.

Supply the Registration Key to the client and encourage them to download their software from the download page on the web site.

Entering this Registration Key in the page “<https://mkexpress.com/Registration.php>” will provide the client with information about the registration and a download link.

## **6. Refunds**

Refunds are issued if MK Express was purchased within 14 days and is not currently activated on a computer.

This being said, if the client seems unable to de-activate a copy, we can give them the benefit of the doubt as the activation server can force the de-activation of the software if run on a machine connected to the internet.

## **7. Payments to Balsa**

At the end of each month, an invoice for the total Reseller Price for each of your sales will be generated and sent to you.

Although the Reseller Price is currently set in USD, you should elect to have the invoices priced in NZD or your local currency to avoid the extra bank charges involved in using three currencies. The exchange rate used will be taken on the date the invoice is created. Due to the nature of international transfers some bank charges are to be expected, there is no need for you to compensate for this.

Payment is expected to be made within 28 days of the invoice.

## **8. The Roll of the Reseller**

Obviously, as the reseller your main roll is to sell MK Express registrations while raising awareness of the product in your local market in a favourable but honest manner.

Your secondary roll is to assist the client to download, install, activate and operate MK Express on their computers. Issues that you can not solve for your clients should be forwarded to Balsa.