

Chanimal Sample Portal – Login Instructions

If you have this document, you have been given access to the Chanimal partner portal (may say SaaSMAX or Chanimal).



You can log in using the same access as a reseller so you can see how all the components of a reseller portal come together, including the format, the agreement, reseller locator, the forms, the forum, learning management system, and more.

It also contains samples and examples that can be used to create your own partner program. This portal has gone through over 55 major releases over six years. It is also available for purchase (includes install and setup) within the Chanimal store at <https://chanimaluniversity.com/product/chanimal-reseller-portal/> or at the SaaSMAX site at <https://saasmax.com/custom-reseller-portal/>.

Location: **<https://portal.chanimal.com>**

Login name: **Visitor**

Password: **!Welcome123#**

Admin

If you had admin rights, you would see an additional menu for *admins only* (screen capture below). This section contains instructions about the portal site, channel marketing, the orientation process, most of the associated templates with instructions to create the content, along with numerous instructional videos.

Please do NOT complete any of the forms—so I don't have to constantly delete the content. Thank you.

CHANNEL MANAGEMENT

This section contains basic instructions for channel sales and marketing managers. Including a few processes and helpful documents.

Channel Marketing

- **Channel Orientation.** You will need to understand about channels so you don't "mess up" this channel program portal. If you are new to channels, you will want to go through the Channel Orientation For a New Channel Person document. You may also wish to go through the complete channel orientation course within the [Channel Learning Center](#) (FREE). This is a good course for even seasoned channel managers to help level set and ensure you are up to speed on industry best practices.
- **[Orientation for a New Channel Person](#)** (doc). Basic channel overview to get up to speed on a reseller channel.
- **[Roles of the Channel Team](#)** (doc). Explains the roles of channel marketing vs channel sales.
- **[How to Create a SaaS Reseller Program](#)** (YouTube). One hour video that explains the fundamentals of creating a SaaS reseller channel.

See additional files for the Administrator only on the very bottom of this page.

Overview Steps to Setup, Onboard and Enable Partners

Initial Setup

1. The reseller applies (the primary trigger).
2. Review their website, confirm they are legit
3. Add them to the portal (see how to add a new reseller to the portal below)
4. Provide them access to your NFR (access is unique per company)
5. Send the reseller approval email (contains margins, login password, etc.)
6. Call the new applicant IMMEDIATELY. BTW, it takes an avg of seven calls to catch a reseller at their desk, so to save a LOT of time, call quickly since they are probably still at their desk if they just applied.