**Marketing 3.0**

**RESELLERS IN MARKETING 3.0**

We see resellers as complex entities. They are hybrid of companies, consumers and employees. They are also companies of missions, visions, values and patterns of single business. They are consumers with needs and desires that should be assisted. Apart from this, they also sell for end users and form interface with consumer, exactly as employees. Their presence is essential in Marketing 3.0, as they become at the same time partners of cultural change and creative partners for companies.

**Reseller as partner : criteria of selection**

Companies that have difficulty in handling resellers have not chosen them well possibly. In Marketing 3.0, selecting resellers requires to reflect on finality, identity and values of company. Reflect means that companies must choose partners along with values, purpose and identity.

Purpose is related to principal general objective of a potential reseller and it’s rather easy to observe them and search them. Identity is more related to character of possible partner, requires however a deeper research. It’s more difficult to still follow values as they create shared values within company of reseller.

Basically, creation of Body Shop was based on system of franchise. The company was totally built on person of failure Anita Roddick. Honesty and simplicity of founder are reflected on all aspects of business of company, as it applies in name description of their products, in use of natural ingredients and in commerce along with providers. When Anita Roddick sold her products, she didn’t have any problem, because she was able to use her decision unilaterally, not to follow *mainstream.*  In the meantime, when necessity of grow appeared, she had to adopt a multi-channel approach, and meet among franchisers, who would be the resellers.