

October '09 - Gossimer.com

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Company: Gossimer

We Spoke to:

Marvin Dreyer, CEO

Website: <http://www.gossimer.com>

Favorite Control Panel Feature: Promo Engine, you are able to set promotion prices and then reload the cache and the sale price is live!

I Choose ResellerClub Because: of the stable redundant network, low prices and by far the best reseller program I have ever seen.

Q1) When did you enter the Web Services Industry and where do see your business going?

Gossimer.com & Gossimer.biz were established in 2001 and we originally started off on the internet by selling products and developing websites. During this time we were continuously dealing with Web Hosting and Domain Registration companies that completely lacked quality service and support. We soon realized that we could offer customers lower priced services and much better support.



Marvin Dreyer, CEO

In 2001, we started our own Web Hosting and Domain Registration business to meet this ever-growing need and provide customers the kind of quality service we were looking for. We started with one server and developed our Domain and Web Hosting website at Gossimer.com. Since that time we have moved to ResellerClub which allowed us to provide a redundant server network at lower costs which we have been able to pass along to our Customers.

Q2) Could you tell us some interesting stories or anecdotes about your company?

In the early days of Gossimer, back when we first thought of the concept and created our business and marketing plan, we had the designers create a draft of our website design and in the design we

placed a small un-obtrusive penguin sitting on the "s". The penguin was just something the designer added because he thought it would be cute. Well through the years the penguin has become a larger part of our design. We have adapted the penguin as a mark of our brand to include the trademark of our name Gossimer and logo with the penguin. Something that wasn't planned it just became a large part of our brand and image.

Q3) What do you believe is your secret to success and why do customers prefer Gossimer?

Everybody out there has a story of how their current web services provider has failed them. At Gossimer, we don't disregard this information as insignificant, but use it to make our own customer service even better. There are so many issues to consider when selecting a Web Host or Domain Registrar, and many times, new Customers don't even know what they need until their new website crashes; taking with it hours of their hard-work and time. We treat every Customer as we would want our own mother's to be treated; with care, kindness and a true understanding of what their needs really are. We are dedicated to addressing any and all issues that may arise, no matter how trivial. Obviously, if it's important to you and your business, it should be important to your web services provider as well.

When people use our services to host their websites, we understand that it is a major step in the over-all process of business development. It is important to have a company on your side that you can trust to back-up all of your hard work. We also know that the less frustration you experience with your website, the more time you have to spend on the more important day-to-day operations of your business. All of this leads to a successful business, and you simply can't get to that point using a company you don't trust.

Q4) Tell us a little about doing business in New Jersey? What are the most unique aspects of the market?

It is funny that you ask about doing business in New Jersey, this is a very challenging market. The best way we have found to promote our web services is to contact local small businesses in person with a plan of what you can do for them. When you try to recruit new customers, go with a plan, take the time to create a mockup of a web design, check available Domains to see what Domain would work for their business. Above all, be prepared!

Q5) Is there any advice that you'd like to give others that are still learning the ropes in the industry?

The first thing that needs to be thought about when entering the web services industry is how are you going to be paid. Since ResellerClub allows you to accept the payment from your Customers and then the fee for the service is taken from your Resellerclub account you need to make sure that you can receive the funds for your Customer transactions. When the customers pay you, if you decide to accept credit cards, PayPal etc, make sure that you have the fraud prevention measures in place so

that the fraudsters do not take advantage of your site. As soon as they find a loophole in your payment processing all of a sudden you will have a lot of fraudsters showing. Hopefully, Resellerclub will develop a webinar to help resellers detect and defend against fraudulent transactions. Perhaps even share their techniques with their resellers to enable the resellers to debunk the fraud.

Q6) How have ResellerClub Promos helped your business?

The best Resellerclub promo that has helped our business was the Big Birthday Bash. The lower prices allowed us to lower the prices for our Customers which immediately turned into a 40% increase in sales. Every month we eagerly await the news of a new promotion - with every promotion our sales increase. We always pass the savings onto our Customers and the additional sales are generated in the other services at full price that Customers order at the same time as the promotion. We have been contacted by several Customers requesting a transfer-in promotion, something like a refugee program to allow customers to consolidate their domains at Gossimer, if Resellerclub doesn't offer a Transfer-in promotion we will develop our own promotion to help our Customers consolidate to Gossimer.

Q7) How has having ResellerClub as a partner helped your business?

Resellerclub has allowed us to offer lower prices and a consistently stable network of servers for our customers. We have always strived to provide the best possible service and support at the lowest price and Resellerclub allows us to compete in the web services industry amongst the largest of web services companies.

Thanks Marvin for taking the timeout for this interview and congratulations once again on being the Reseller of the Month for October'09.

Taking Marvin's suggestion ahead, we will be conducting a Webinar on Fraud Mitigation this month. So stay tuned for more information on that.

Also, like Gossimer, if you are looking at moving in Domains, we are running a Transfer-ins @ Cost Promo next month so do make sure to cash in on it.