



Join the General Store Reseller Team

A POS That's Easy to Sell

Recognized as a technology pioneer, The General Store has been servicing the retail industry since 1983. Our point of sale (POS) software solutions are designed specifically for general retail, and come equipped with a dynamic feature set strategically chosen to meet the current and future needs of the industry.

By partnering with The General Store, your business will benefit from reselling a solution that has been fine-tuned over the course of 35+ years. Our POS systems give independent retailers the most robust line of features available on a Windows-based system, at an affordability small and medium-sized retailers are looking for. Our commitment to innovation and agile development model allows The General Store to offer features for retail verticals not found in other systems—particularly for liquor store, hardware store, and convenience store merchants. With us, you'll get a solution that keeps it simple and a team that's readily available, because your success is key to our success.



Perfect for Any Retail Store

Our flexible, feature-rich technology positions you to be a front-runner in your industry, and gives you a prime opportunity for you to sell to any retail store. We've seen proven success within these verticals:



Convenience



Grocery



Hardware



Liquor

In addition, the solutions provided by The General Store can service almost any retail industry, including:

- Apparel
- Bakery
- Consignment
- Furniture
- Gift
- Lawn and Garden
- Office Supply
- Pet
- Shoe
- Sporting Goods
- Toy
- And more!

Let The General Store provide you with the complete solutions you need to sell to any retail store in the nation.

Maximum Value to You and Your Customers

Our dealer program is designed to maximize the value received by both you and your customers. Our POS solutions are flexible for merchants and resellers, include different payment processing interfaces, and are certified seamlessly with multiple hardware vendors. This gives you the opportunity to provide a complete POS system to your customer, precisely tailored to meet their unique needs.



Why Dealers Choose to Partner with Us

In addition to the potential for increased revenue, the partnerships we have with our dealers are built on trust, integrity, and mutual respect. Our goal is to provide industry-leading software that can increase your profits and give your customers the tools they need to grow their business, as well as yours.

Our partners continue to choose us for many reasons:

- Over 35 years of industry experience
- Thousands of retailers served nationwide
- Frequent product upgrades
- Industry-proven features and functions



We'll Set You Up for Success

Our support technicians have an average tenure of over 19 years, so if an issue arises, our staff is well-equipped with the knowledge and experience to handle it quickly and effectively. We provide extensive support via phone, remote login, and email. Support emails are monitored 7 days a week, so you and your clients can rest assured that you are taken care of.

→ Top-Level Training

Our adept support staff provides merchants with thorough training broken up into small, manageable increments via remote login upon request.

→ Pre-Sales Support

We're dedicated to helping our partners from the very beginning of the sales process to the end. From demo assistance to product configuration and customization, The General Store helps you close the deal.

→ Generous Margins

Earn up to 40% on software contracts, and up to 50% with maintenance contracts, plus benefit from reoccurring revenue opportunities with payment processing.

→ Branding & Marketing

Receive co-branded collateral right out of the gate, as well as a partner listing on our website when you become an authorized reseller.

→ Tech Support

Our partners are important to us, which is why we're available for support 7 days a week. Whether you or your merchant needs help, we're only a call or email away.

Ready to Get Started?

Our team is excited to offer resellers the opportunity to join our growing network. To learn more about our reseller program and how to get started, contact us today.

The General Store

2500 Drane Field Road, Suite 107
Lakeland, FL 33811 USA

Phone: (800) 678-4535 x312

Email: partners@thegeneralstore.com

