




How To Sell Domain?





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Role of registrar:

-  Act a Channel Partner to Registries
-  Act as consultant and advisors to Resellers/Registrants
-  Profit oriented

Challenges of registrar:

-  Eroding margins
-  Demanding Customers
-  Retaining Internal Skills
-  Creative Go-to-Market strategies

Priorities - B2B vs B2C model:

	B2B	B2C
Price	5	1
Product breadth	4	2
Feature/function of platform	3	3
Service level	2	4
Relationship	1	5

Service Focus:



Interfaces



Stability – products and support



Flexibility



Information sharing

Who drives the business?

Registry ?



Registrar ?



Reseller ?



Registrant ?

Q & A

Thank You!