

How to Sell

The DigiVis Product Range — A Quick Guide for Resellers

DigiVis makes a range of NFC-powered products that replace paper cards, standees, and tags with a single reusable tap. This guide covers all five products — what each is best for, how to position them, and how to bundle them for a bigger sale.

The product range

Product	Price	Best for	Key pitch
NFC Card	₹1,499	Anyone sharing contact/profile info — agents, freelancers, consultants.	The flagship product — full one-page profile behind every tap.
Google Review Standee	₹599	Restaurants, retail, service counters.	One tap = instant Google review, no staff chasing customers.
Custom Printed Standee	₹800	Any business wanting a branded counter display.	Fully custom design and branding on an NFC standee.
Social Media Card	₹399	Creators, influencers, social-first businesses.	One tap = instant follow/subscribe — a great low-cost impulse add-on.
Luggage & Pet Tag	₹399	Travellers, pet owners.	Tap reveals contact info if lost — small, low-cost, high emotional value.

Prices shown are exclusive of GST. Shipping cost is extra, calculated separately based on the customer's delivery location.

Cross-sell & bundling ideas

- Restaurant: NFC Card for the owner/manager + a Google Review Standee at the till — pitch both together as a "reputation kit."
- Real estate agent: NFC Card for everyday contact-sharing + a Custom Printed Standee for open houses.
- Influencer/creator: NFC Card + Social Media Card — one for business contacts, one for follower growth.
- Any in-person seller: Luggage & Pet Tag works as a low-cost impulse add-on at checkout alongside any other product.

The NFC Card's one-page web profile

Every DigiVis NFC Card comes paired with a free hosted one-page website — this is what actually opens when a customer taps the card. It's a single, mobile-friendly page holding everything the buyer wants to share: contact details, a "Save to Contacts" button, social and booking links, a Google Review button, photos, and a short bio or business description. The card itself never needs reprinting — customers update the page's content anytime, and the tap always points to the latest version.

- Setup is included — customers don't need any technical skill to get their page live.
- This is what turns the card from "a chip" into a full digital presence — it's usually the strongest part of your sales pitch.

Who to sell it to

Customer type	Why they buy an NFC card
Real estate agents	Tap-to-share contact + listings at open houses, instead of paper cards.
Restaurants & cafés	Tap-to-review standees that drive Google reviews without asking staff to chase customers.
Salons & small businesses	One card links booking page, Instagram, and reviews — replaces multiple print materials.
Freelancers & consultants	A modern, reusable alternative to paper business cards at networking events.
Pet owners / travellers	NFC luggage & pet tags — tap to reveal contact info if lost.

Key selling points

- No app needed — works with any NFC-enabled smartphone (iPhone & Android).
- Fully reusable and editable — the link behind the tap can be updated anytime, unlike printed cards.
- Instant, modern, and memorable — stands out at events and in-store.
- Eco-friendly alternative to reprinting paper cards and menus.
- Versatile format range — business cards, Google Review standees, custom printed standees, social media cards, luggage & pet tags.

How to position it

- Lead with the problem it solves, not the technology — "stop running out of business cards" beats "NFC chip inside."
- Show, don't tell — a 10-second tap demo converts better than any description.
- Bundle with your own service where relevant (e.g., a salon's booking card, a restaurant's review standee at the till).
- Use before/after framing: paper card that gets thrown away vs. one reusable tap.

Why the price is higher than a "plain" NFC card

If a customer compares DigiVis to a bare NFC tag online, ours will look pricier — and it should. A blank tag is just a chip with nothing behind it. DigiVis includes the hosted one-page website every card links to: setup, hosting, and the ability to update the page's content anytime. You're not just selling a chip, you're selling a full digital profile the customer owns and can keep editing. Lead with that when price comes up.

Where to sell

- Instagram/Facebook shop or story demos (short tap-to-reveal video performs well).
- Local business networking events and trade fairs.
- Direct outreach to real estate agencies, salons, and restaurants in your area.
- Your existing website or marketplace store, using the product photos and copy provided.

Getting support

- Product photos, description copy, and spec sheet: provided on request.
- Pricing and margins: see the Reseller Pricing Sheet.
- Order submission and shipping timelines: shared once you're onboarded as a reseller.

Ready to start? Confirm your expected volume and we'll get your reseller account set up.