

Everything you need to *sell, close,* and add clients today.

Your 2-minute guide to pitching accessiBe and earning on every license.

Did you know? You can purchase licenses directly in your Partner Dashboard at a 20% discount — right now, without waiting for a client to buy.

01 — THE 30-SECOND PITCH

What is accessWidget?

- **AI-powered tool** that automatically makes any website accessible for people with disabilities.
- Installs in **minutes** via one line of JavaScript. No dev work needed.
- Runs **24/7 in the background** — adapts as site content changes.
- Trusted by **100,000+ websites** across every industry.

"It's like putting your clients' ADA compliance on autopilot."

Why your clients need it now

5,100+

ADA web lawsuits filed in 2025 alone

+112%

Increase in lawsuits since 2019

- The ADA applies to **all public-facing websites** — not just physical spaces.
- **Same orgs get sued multiple times.** It's an ongoing, not a one-time risk.
- Eligible clients can claim **up to \$5,000 in ADA tax credits** to offset costs.

Beyond legal risk — the business upside

- **\$13 trillion** in global spending power from people with disabilities. Inaccessible sites block them entirely.
- **+12% avg traffic lift** from accessibility improvements (Semrush, 847 domains).
- **Better SEO** — accessible code = cleaner structure = higher search rankings.
- **79% of consumers** shift spending toward brands that prioritize inclusion.

Lead with business value first. Use legal risk to close when they're on the fence.

02 — HANDLE OBJECTIONS WITH CONFIDENCE

Q My site is too small. This doesn't apply to me.

Size doesn't matter under the ADA. If you serve the public online, you're covered. Small businesses are frequently targeted because they're less prepared to respond.

Q We already use a free accessibility checker.

Scanners show problems — they don't fix them. accessWidget remediates issues automatically, 24/7. It's the difference between a smoke alarm and a sprinkler system.

Q We don't have the budget right now.

Plans start at \$490/year — less than one hour of legal fees if served a demand letter. Eligible businesses can claim up to \$5,000 in ADA tax credits.

Q Will this break our website design?

No, accessWidget runs invisibly in the background. For most visitors, nothing changes. Features only activate when someone uses assistive technology or the widget.

03 — KNOW WHAT YOU'RE SELLING

MICRO	RECOMMENDED GROWTH	SCALE	ENTERPRISE
\$490 _{/yr}	\$1,490 _{/yr}	\$3,990 _{/yr}	Custom
Up to 5,000 visits/mo No Litigation Support	Up to 30,000 visits/mo Litigation Support	Up to 100,000 visits/mo Litigation Support MTCR — 1x per year	100,000+ visits/mo Litigation Support MTCR — 2x per year Dedicated Acct. Manager

Partner tip: Push clients toward Growth and above — Litigation Support is the real differentiator. The Micro plan has no legal safety net.

04 — HOW YOU MAKE MONEY

Buy & Resell

20% OFF

- Purchase licenses in your **Partner Dashboard** at 20% discount.
- Bill your client at **any price you choose**. You keep the margin.
- Best for agencies with close, ongoing client relationships.

How to do it now: Login → My Licenses → + Add New Website. Discounted price is applied automatically.

Referral Commission

AUTO-PAID

- Share your **unique Partner Referral Link** — client pays accessiBe directly.
- **90-day cookie** — any purchase within 90 days credits you automatically.
- Commissions deposited to your bank **every month via Stripe**.
- Best for hosting agencies or lower-touch client relationships.

You cannot combine both on the same license. Commissions apply once per license — they do not recur on annual renewals.

05 — BEFORE YOU PITCH & WHAT TO USE

Run a free scan first

- 1 Go to **accessScan** and enter the client's URL. Results in seconds.
- 2 Download the report and **send it to the client before the call**.
- 3 Real data about their own site **closes deals faster than any pitch**.

Marketing assets ready for you

- **6 email templates** — general, ROI, CSR, compliance, follow-up.
- **Social media kit** — LinkedIn & Instagram posts, ready to publish.
- **Partner badge + press release** — announce your partnership in minutes.
- **White-label scanner** — embed a lead-gen tool on your own site.

Partner Dashboard → Articles

Who to target first

- **eCommerce** Highest lawsuit target — online checkout = public accommodation.
- **Healthcare** HIPAA + ADA = double compliance pressure. **Gov / SLED** ADA Title II deadline: April 2026 for large public entities.
- **Nonprofits** Mission-driven — accessibility aligns with their values and donors.
- **Finance / Legal** Risk-averse — they understand liability immediately.

06 — START RIGHT NOW

Ready to add your next client? *It takes 5 minutes.*

Login → My Licenses → + Add New Website → Your 20% discount is already applied.

Go to Partner Dashboard →

Questions? partners@accessibe.com