

# DEAL REGISTRATION PROGRAM GUIDELINES

The PowerGistics Deal Registration Program (“Program”) is available to all PowerGistics Authorized Resellers (“Resellers”) in North America. The purpose of the Program is to protect and reward Resellers for sourcing and closing new PowerGistics sales opportunities.

## Benefits of Deal Registration

- Establishes a co-selling relationship between the Reseller and PowerGistics.
- Enhances the profitability of the Reseller.
- Provides a selling advantage to Reseller to win the business.
- All qualified Resellers participating in the program must understand and adhere to the program Guidelines. The program terms and conditions outlined in this document are subject to change or modification or termination by PowerGistics at any time.

### Program Overview

#### Earn 5% Unprotected Margin Starting at Unit 1

- Reseller must fill out the deal registration form

#### Earn 12% Unprotected Margin Starting at Unit 5

- Reseller must fill out the deal registration form, and
- Schedule a call with the end user and PowerGistics
- Customer Preferred Reseller

#### Earn 17% Protected Margin Starting at Unit 100

- Reseller must fill out deal registration form, and
- Coordinate complimentary seed unit with the end user (provided by PowerGistics), and
- Coordinate on-site visit, or 45 minute video demo call with PowerGistics and end user
- Customer Preferred Reseller

#### Bonus! Earn an Extra 3%

- An additional 3 points are awarded for writing PowerGistics into RFP/Bids

All qualified Resellers participating in the Program must understand and adhere to the Program Guidelines. The Program terms and conditions outlined in this document are subject to change or modification or termination by PowerGistics at any time.

## Program Overview

Resellers can leverage their sales teams to register eligible PowerGistics sales opportunities through the PowerGistics Registration Program. Eligible PowerGistics sales opportunities are defined as deals that are:

1. Not currently registered in the PowerGistics Deal Registration system.
2. Net new to the PowerGistics sales pipeline.

*continued on back*

3. Not a current PowerGistics customer.
4. Have an incubation period of at least ten business days.

Resellers that register eligible opportunities in accordance with the Program Guidelines are eligible to receive a 5%-20% discount off Reseller unit cost if the deal is closed within 90 days. At each Reseller's discretion, the discount may be extended in whole or in part to the end-customer to help close the deal, or can be retained as additional margin.

PowerGistics reserves the right to negotiate directly with the end user on any opportunity with an expected purchase order by the end user that will be over \$100,000 in PowerGistics products. If PowerGistics sets the price a margin will be worked out with distribution and the reseller as a part of the large order.

## **Opportunity Eligibility Requirements**

- Reseller must be PowerGistics Authorized to qualify for the Program.
- Registered opportunities must identify the specific sales opportunity within the institution or organization, including the department that will deploy the PowerGistics solution and provide the contact information of the decision maker at the institution.
- Opportunities need to consist of the minimum order qty specified on this program. Opportunities must be registered at least ten (10) business days prior to the deal closing.
- The opportunity must be net new to the PowerGistics sales pipeline.
- Deals identified by PowerGistics and extended to Resellers for fulfillment are not eligible for the Program.
- RFQ & RFPs may qualify for Deal Registration if the opportunity was initiated and driven by the Reseller.

## **Program Administration**

- Resellers must register eligible sales opportunities via the PowerGistics Deal Registration Form.
- The Program Administrator will review and respond to deal registration submissions within two (2) business days.
- The Program Administrator will review and approve or deny registration submissions using the following criteria within the eligibility requirements.
- If a deal registration is approved, Reseller will receive a quote within 2 business days that will include the program discount applied to each individual line item from their preferred distributor.
- Once the Reseller receives a PO from their customer, the next step is to place the order with preferred distributor to receive the deal registration discount upon billing.
- Resellers must include the PowerGistics Deal Registration number on their purchase order.