

# Deal Registration



PROGRAM GUIDE

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For Spectralink Resellers – 2022

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## Program Overview

Spectralink understands that an investment of upfront time and money is required by Resellers to hunt, develop and drive new business. We want to help protect the investments you've made in deal discovery and managing the opportunity from its inception to close. The goal of the Spectralink Deal Registration Program (the "Program") is to incent and reward our Resellers for this effort with meaningful deal discounts and other non-financial benefits.

## Deal Criteria

The following deal criteria apply:

- Minimum Spectralink product and Spectralink Services value of \$100,000 MSRP for opportunities in the USA.
- Minimum Spectralink product and Spectralink Services value of \$50,000 MSRP for opportunities in Canada.
- Maximum discounted deal value \$2M MSRP, deals over \$2M MSRP require a committee review.
- All products on the order(s) count toward meeting the minimum threshold.
- The opportunity must be a net new Spectralink customer or a customer that last purchased Spectralink more than two (2) years ago.
- Deal registration cannot be stacked with promotions, unless otherwise noted in the promotion terms..

## Eligible Products

- All Spectralink products are eligible for Deal Registration with the exception of Spectralink End of Life products
- Maintenance services and professional services are excluded from approved Deal Registration discounts

## Deal Registration Rules of Engagement

- Deal Registration Application must be completed on-line.
- Opportunity must be registered at least 30 days prior to closing.
- Opportunity must close within twelve (12) months of Deal Registration approval.
- Once expired, re-approval will be required.
  - ◇ limited to one extension for a six-month term
- Opportunity is not being actively pursued by Spectralink at the time the Reseller submits the deal.
- Before registering the opportunity, the Reseller has made significant, documented, pre-sales efforts related to the specific deal (i.e., meeting with end customers' decision-makers, helping end customer quantify project budget, proof of concept technical evaluation, etc.) and has BANT qualified the opportunity.
- Reseller will include end customer background on the opportunity.

### ELIGIBILITY

Reseller is required to meet the following criteria to qualify for a Deal Registration Incentive:

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Must be in good standing in the Spectralink Engage Partner Program

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Deal Registration is available to all partner levels — Platinum, Gold and Silver

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Have agreed to the Spectralink Engage Partner Program T&C's and are approved to participate in this program

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Open to Resellers in North America only

(Note, Awarded deal Registration discounts will only be applied to the product portion of the opportunity)



- Reseller will provide Spectralink channel sales team regular updates on the opportunity.
- Deal Registration will be awarded to the Reseller who registers first.
- Co-funded campaigns do not qualify for Deal Registration.

## Grounds for Exclusion

Spectralink reserves the right to, in its sole discretion, rescind, suspend or terminate a previously approved Deal Registration in the following scenarios:

- If the Reseller is not actively working the deal or has been inattentive to the end customer's needs (for example, failing to respond to Spectralink's or the end customer's communications).
- If the Reseller does not lead with or quote Spectralink products and services identified in the Deal Registration form.
  - ◊ If the opportunity has not progressed at the 90th day, Spectralink can terminate the DR.
  - ◊ If the Reseller is unable to fulfill the deal or provide support for the end customer.
- If the end customer elects not to work with the Reseller.
- If the end customer chooses to fulfill its bid requirements using a contract vehicle to which Reseller is not a party.
- If the Reseller is not in good standing or not in compliance with the terms of the Spectralink Engage Partner Program.
- If Non-Standard Terms (NST) are required by the end customer and the Reseller cannot meet the terms of that deal.
- If Spectralink removes a DR from a channel partner, no other channel partner may register the deal.

Spectralink reserves the right to, in its sole discretion, warn, suspend or remove a Reseller from the Deal Registration Program.

## Program Incentive

**Financial** – The Spectralink Deal Registration financial incentive is tiered and is based on Reseller's level in the Spectralink Engage Partner Program. Following is the breakdown of discount levels:

Partner Level	Deal Registration Discount
PLATINUM	8% CALCULATED AGAINST MSRP
GOLD	6% CALCULATED AGAINST MSRP
SILVER*	DEAL PROTECTED

\*US partners only

## OTHER BENEFITS

Access to Spectralink Pre-Sales and Sales support (e.g. onsite customer visits, presentations, demonstrations, assistance with business case development, etc.)



## Workflow Process

Registering a Deal – The Deal Registration Process is automated and Reseller can start the process via Partner Access on Spectralink.com.

- Partner completes Deal Registration form
- Partner receives decision email within three (3) business days
- Spectralink reviews the lead and approves, declines, or requests more information within 3 business days of the Deal Registration submission
- Partner receives an approval or decline notice via email
- If approved, Partner provides ongoing deal updates to Spectralink

## Claim Process

- Reseller must provide a copy of the Spectralink-approved Deal Registration Letter to the Distributor purchasing the products from Spectralink
- The Distributor will apply the appropriate discount to Reseller's purchase
- The Distributor will send proof of performance and invoice to Spectralink

## Measuring Results

In order to drive continuous improvement, Spectralink will monitor and track the results of this program, and will make changes to the program as needed, at its sole discretion.

## About Spectralink

As an award winner in mobile technology, Spectralink has been transforming the way our customers work and communicate for 30 years. Through our determination to do extraordinary things, we enable mobile workforces and empower our customers and partners to explore what's next, what's possible. With our enterprise grade, best-in-class mobile solutions, we are with our customers wherever they work, however they need us. Our people, commitment to innovation and our passion are our foundation for success.

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