

# BambooHR Partner Program Benefits

Reseller

Referral

## Lead Generation & Sales Assistance

<b>Deal Registration</b>	Register your major deals to obtain pre-sales support and special account exclusivity.	●	
<b>Additional Revenue Potential</b>	Gain additional revenues from implementation, training, and support of BambooHR for your clients.	●	
<b>Joint Promotions</b>	Participate in joint regional promotions including promotional e-mails, ads, events, etc. Also includes direct phone line access.	●	

## Effective Communications

<b>Monthly newsletter and e-mails</b>	This is not spam, but valuable information requested by our partners. Includes special announcements, applicable alliance deals, updated Q&A and new sales tools.	●	●
<b>Partner program phone numbers</b>	You can talk to the Partner Program Manager if you need to know anything about the Partner Program, have any problems or suggestions. In fact, you're welcome to call right now at 1-866-387-9595.	●	●

## On-line Portal Resource

<b>Market information</b>	Learn market trends to determine which verticals to target, what they prefer and more.	●	●
<b>Sales Tools</b>	PDF product slicks, sample ad and e-mail templates, white papers, and case studies as available.	●	●
<b>Additional Sales Tools</b>	PowerPoint presentations and configuration guides as available.	●	
<b>Co – Branded Marketing Materials</b>	Customize BambooHR marketing materials with your logo and contact information.	●	
<b>Brand Usage</b>	Review branding guidelines, logo usage and leverage the BambooHR brand to enhance your image.	●	●

## Tech & Sales Support & Training

<b>Live Demo</b>	Learn about the key features that make BambooHR so powerful through a live demo with a member of our partners team.	●	●
<b>Training</b>	Get up to speed on the product, sales approach and installation within the personalized training program.	●	
<b>Access to Partner Webinars</b>	Participate in partner webinars and learn about key product updates, special announcements, success tips from participating partners, and other relevant topics. You will also be able to access these webinars through the partner portal.	●	●

# BambooHR Partner Program Requirements

Reseller

Referral

<b>Register at www.BambooHR.com/partners</b>	Register on BambooHR's Partner website and complete the application.	●	●
<b>Qualify as a Referral Partner</b>	Must qualify as a referral partner by providing information about your company and the products/services you sell.		●
<b>Qualify as a Reseller Partner</b>	Must qualify as a Reseller with a) face-to-face selling, b) provide 1 <sup>st</sup> line post-sale support, c) have outbound sales reps, d) sell complimentary products and have install/integration capabilities.	●	
<b>Reseller Application and Training Fee</b>	Must pay the \$500 reseller application and training fee. This fee ensures that you get the quality training that you need to successfully sell BambooHR to your clients. Don't worry, you'll make it back fast!	●	
<b>Develop Business Plan of Action – future requirement</b>	Submit a quarterly business plan of action with assistance from the BambooHR Partner Manager to orchestrate joint promotions.	●	
<b>Quarterly Sales Targets – future requirement</b>	Highest level Partners are required to reach predetermined sales targets to obtain higher margins and additional benefits. Check with the BambooHR Partner Manager for details.	●	