

Partner Alliance Program

AN OVERVIEW

WHY SHOULD YOU BECOME A PARTNER?

In the world of professional services, success is measured by your client's level of satisfaction. At BrainSell, we pride ourselves on the full satisfaction of all our clients.

It's a frustrating reality when you don't have access to the solution that you know best suits your client's needs. We understand how hard it is to pass on an opportunity because your solution is not a good match for your client.

This is why we created our **Partner Alliance Program**. As a partner, we can offer you access to our complete range of CRM, ERP, and Marketing Automation solutions, as well as our training and IT services. With access to our solutions arsenal, you will never have to turn down another opportunity.

CRM	ERP	MARKETING AUTOMATION	BI
   	  	  	  

 Visit our website for our full portfolio — www.BrainSell.net

PRODUCTS AND SERVICES

BrainSell is **more than just a value-added reseller**. Our first-hand experience integrating and administrating business systems propels us as a software reseller and business consultancy firm. We provide unique insight into the profound impact that CRM, ERP, Marketing Automation, and BI strategies can have on the sales growth of our clients' businesses.

Comprised of experienced and respected software engineers and analysts, our executive team has countless success stories – many of which are now compelling chapters of progress in the narrative of expansion in business technology. Our management team is similarly equipped to address the diverse needs of any competitive corporation.

PROGRAM OUTLINE

As the amount of publisher restrictions increase, BrainSell offers a publisher-endorsed solution that grants partners protection for their customer base and solidifies their continued customer relations. BrainSell account managers will:

- Provide partners with pre-sales assistance
- Connect partners with certified and experienced implementation consultants
- Assist partners with marketing campaign efforts
- Afford partners the opportunity to leverage our extensive partner relationships

BrainSell offers three partnership options for the Partner Alliance Program. The following outlines the requirements and benefits each partnership option.

Referral Partnership

For those who prefer to err on the side of caution or are in the beginning stages of a professional relationship with BrainSell, this partnership option is a great way to ease into the Partner Alliance Program. There are no fees or commitments. This is the most informal of the three partnership options.

Referral partners are only required to make welcoming introductions between potential clients or opportunities and BrainSell. In return for these introductions, BrainSell pays referral partners a fee of five to ten percent* of the opportunity software margin revenue. In addition to this, referral partners receive five percent of the initial service block sold to clients referred to BrainSell by referral partners after BrainSell closes a deal. By referring clients and opportunities to BrainSell, referral partners no longer have to walk away from leads and opportunities.

Requirements and Contract Agreements

- ➔ Agree to complete lead referral sheets for each referral
- ➔ Agree to make warm introductions of BrainSell to clients or opportunities

Affiliate Partnership

This partnership option is best for businesses who specialize in a specific area or product. Affiliate partners typically use BrainSell to augment their products and services arsenal with offerings that they don't want to permanently bring into their practice, but that clients request anyway.

This is also the most popular partnership option. It provides businesses with a risk-free way to participate in a line of business they're unfamiliar with and accept customer opportunities that they would otherwise have to turn down. In addition to referral fees paid by BrainSell, affiliates earn revenue from software and maintenance margin sharing programs.

Requirements and Contract Agreements

- ➔ Agree to become an exclusive partner with BrainSell in exchange for products in the BrainSell portfolio
- ➔ Agree to make BrainSell the Reseller of Record on all new deals handles through the Partner Alliance Program
- ➔ Agree to only use your, or BrainSell's, technical resources to implement software products sold through or with the assistance of BrainSell

Affiliate partners are eligible, but not required, to participate in joint marketing initiatives and campaigns with BrainSell. This includes webinars, press releases, and special events. BrainSell also offers affiliate partners access to our marketing team for assistance with marketing initiatives and development of marketing strategies

Augmentation Partnership

This partnership option is best for established businesses who handle software and services transactions directly with their customers, but currently need assistance with service delivery or need consultation or advice on a specific deal. BrainSell allows augmentation partners access to our large pool of premier resources and professional services team for service assistance and expert advice.

Augmentation partners can also watch and follow BrainSell resources on projects and learn our implementation practices with guidance from a certified consultant. Augmentation partners work with designated BrainSell practice managers when certain opportunities arise. There are **no requirements or contract agreements** to become an augmentation partner – only a signed statement of work.

If you are interested in becoming a partner, but don't feel any of the above partnerships fit your needs, contact us to discuss a customized partnership.

PROGRAM BENEFITS

- No joining fee
- Improved client satisfaction and retention
- Access to a wide range of product portfolios
- Risk-free experimentation with product margins
- Flexible membership levels
- Custom membership options
- 5-10% share of gross software margin

BECOMING A PARTNER

Joining the Partner Alliance Program could not be any easier. Our expert sales representatives and account managers are dedicated to assisting all our current and prospective partners throughout the sales cycle. Increase your industry knowledge, bulk up your business's performance, and expand your client base and opportunities by becoming a partner with BrainSell today. To apply, contact us directly by calling or emailing us.

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 info@brainsell.net

 (866) 356-2654

 www.brainsell.net

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