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## DYNAMIC CHANNELS

Market Advisory and Channel Recruiting Services for ISVs

	Remote Office	Jump-Start Initial Set-Up	Inside Channel Recruiting	Field Channel Development	Remote Channel Management	Complete Channel Sales
Description	Tele / Wi-Fi / PCs / Mobile / Skype / Office Supplies	Market Planning & preparation, product listing & initial orientation to market value proposition.	Active Prospecting and development of potential channel partners.	Recruiting, Development, and On-boarding of partners	Management and service of "sell-through" partners with field sales presence	Channel recruiting, development, management for both sell-through and sell-with partner activities.
<b>Price (Monthly) Per Region*</b>						
Billing	Monthly	One-time	Monthly	Monthly	Monthly	Monthly
Shared Resource (min 16 hrs. wk.)	300	350	2,250	4,250	2,250	7500
Dedicated Resource (min 32 hrs. wk.)	300	750	4,250	8,250	4,250	12250
Success Fee Percentage on End User Sales				✓	✓	✓
<b>Go-to-Market Preparation</b>						
Market Planning		✓				✓
Offering Assimilation		✓				✓
Target Partner Profiling		✓				✓
Program Assessment		✓				✓
Value Proposition		✓				✓
Channel Program Validation		✓				✓
Reporting Tools		✓				✓
<b>Marketing</b>						
Contact List Development			✓	✓		✓
Partner Opportunity Identification			✓	✓		✓
Marketing Campaign Admin			✓	✓		✓
Social Ad Campaigns (at Cost)			✓	✓		✓
Marketing Funnel Development (at cost)			✓	✓		✓
<b>Inside Sales</b>						
Partner Opportunity Development			✓	✓		✓
Intro Meetings			✓	✓		✓
Opportunity Follow-up			✓	✓		✓
Sales Presentations			✓	✓		✓
Meeting Setting			✓	✓		✓
Trade Show Attendance (at cost)			✓	✓		✓
<b>Business Development</b>						
Quote Handling				✓		✓
Offer Presentation				✓		✓
On Site Visits (within 100 mi)				✓		✓
Partner Onboarding				✓		✓
End User Sales (Field Based)				✓		✓
<b>Channel Management</b>						
PRM Admin					✓	✓
Opportunity Administration					✓	✓
Partner Training					✓	✓
Joint Campaigns					✓	✓
End User Sales (remote)					✓	✓
<b>Partner Relationships Management System</b>						
PRM System						✓
MarketPlace List						✓
Affiliate Link Administration						✓
Partner Dashboard						✓
Partner Sales Commissioning						✓
<i>*Travel reimbursed, at cost, pending pre-approval</i>						

