

Vendor Partnerships Program Pricing

SaaS MAX Corp.



“Cross the SaaS”

SaaS MAX enables SaaS and cloud-based technology companies to build sustainable, predictable revenue through reseller channel partners.



Building and managing a reseller channel has been historically slow, complex and expensive.



Partner program best practices require expertise, can take months of time and expense.

- Decide on type of reseller program(s) - referral, resell, wholesale, white label
- Reseller Agreements, competitive analysis, marketing collateral
- Incentive structures and SPIFFs'
- Online reseller partner portal attached to your website



Finding and recruiting the 'right' resellers is hard and expensive.

- reseller acquisition can costs as much as \$950 to \$5000 plus+ 6 months – each!



Onboarding & managing a growing pool of resellers, each with unique requirements, pricing plans & program incentives.

- Need 3 months & dedicated resources before 1st sale
- Deal registration
- Quote request management
- Commission tracking



We speed it up, simplify it, and reduce your costs

Best Practices: Micro-Consulting;
Custom-fit Reseller Partner Portals



PartnerOptimizer: Data-driven
Reseller Matching Engine



SaaS Marketplace Commerce Platform



IPOP: Ideal Partner Outreach Program





No Channel Program Yet? Need Best-Practices? Start with Micro-Consulting

\$2500/month, includes 10 hours meeting time

Build a successful World-Class Partner Program tailored to your company and product(s).

- Partner program design, structure, pricing, incentives
- Partner program marketing collateral for:
 - price sheets, call scripts, email scripts, competitive matrix
- Word Press Reseller Portal - Yours free with 2+ months of Micro-Consulting

Saves you thousands of dollars in consulting expertise, planning, copywriting, legal fees, website development fees!



Ted Finch

SaaS MAX Channel CMO
Has put together more than 450
channel partner programs - from
large enterprise to start-up



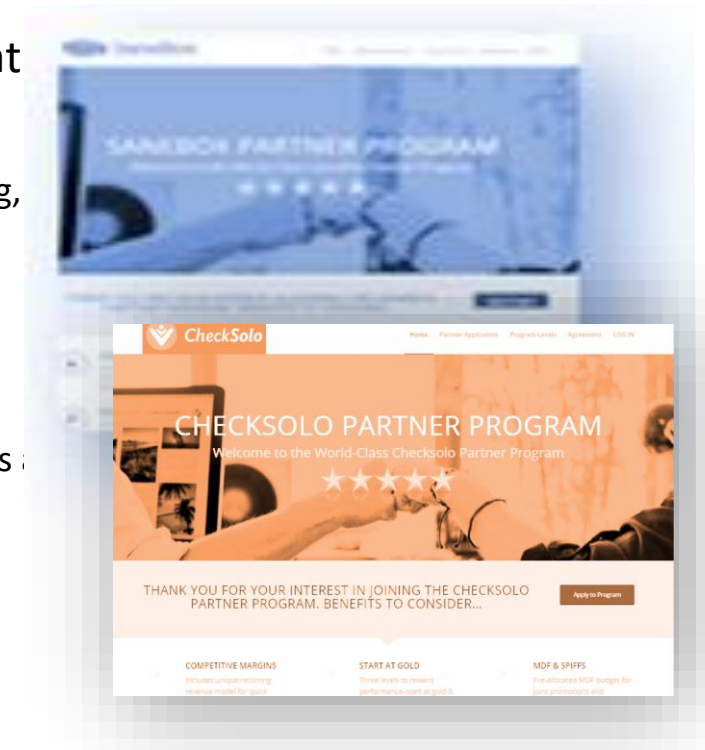
Need a Partner Portal? Customize our World Class Reseller Portal for YOUR Website

\$5000, or FREE when engaging in 2+ Months of Micro-Consulting

Ensure that all of your Resellers have easy access to all the tools needed to sell your product and successfully do business with you.

This stand-alone ready-made Partner Portal includes many great features:

- Built in WordPress, mask to your url.
- Sample content, templates, reseller agreements (saves you thousands in planning, copywriting, legal fees!)
- Create & manage your custom partner membership Levels.
- Provide form-based Deal Registration processes.
- Display a Reseller Locator.
- Post a Reseller Forum.
- List and explain your Marketing Development Funds (MDF's), Incentives, Contests and more.
- Easy and Affordable to Customize and Upgrade.
- Integrate LeadsMart lead management tools
- Deployable within 48 hours of your order, and much more!





Ready for Channel Recruitment & Management? Join the SaaS MAX Marketplace/Commerce Platform

Our WiseSaaS Plan Always Includes:

- Publish your product profile in the leading SaaS channel marketplace
- Channel Program Assessment
- Ideal Partner Characteristics Assessment
- Access to Reseller Program resources and SaaS Channel Data & Education
- Social posts in SaaS MAX social media accounts - scheduled monthly
- Announcement in SaaS MAX's monthly eblast "SaaS of the Union"
- Invitation to showcase in our exhibitor booths at Channel conferences at deep discounts to going on your own
- Use of next-gen SaaS MAX Commerce Platform for reseller contract management, deal registration & tracking, quote management (in beta, already used by some SaaS MAX Resellers).
- Digital footprint in your SaaS MAX Resellers' Webstores



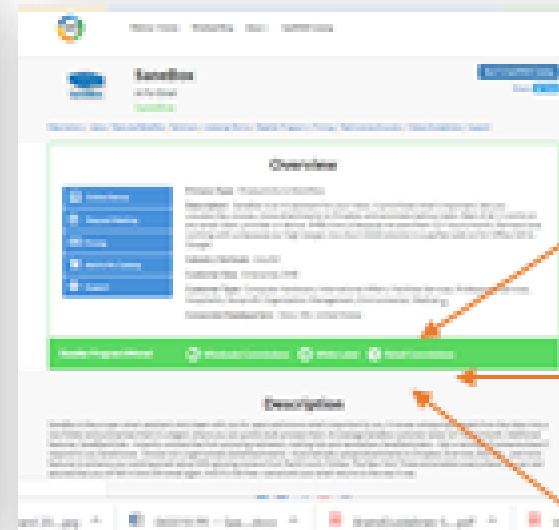
SaaS MAX Marketplace & Commerce Platform

(currently in beta)

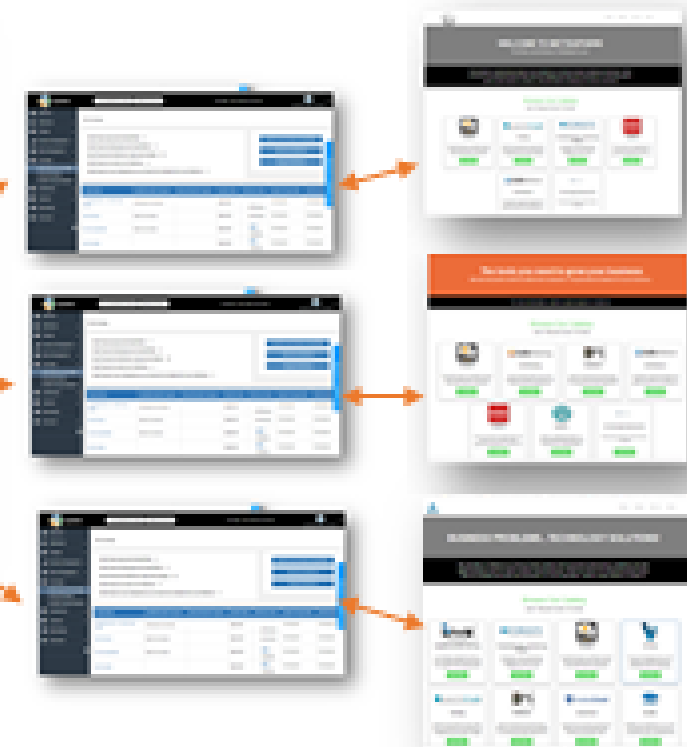
SaaS MAX Catalog of B2B SaaS Products – profiles are designed for review by your prospective and existing reseller channel partners.



Your SaaS Product Profile allows resellers to learn about your partner programs, pricing models & more; They can apply & sign up to join your program(s).



Resellers can manage their catalog, register deals, request quotes from vendors, receive orders from buyers and promote their catalogs on custom online storefronts that SaaS MAX powers for them.





WiseSaaS Vendor Pricing Plans - Per Product Listing

Description	Fee Structure
Initiation/Onboarding Fee for All Plans	\$300
Platform Fee (Payable Annually per Product)	\$1500 for <u>24 months</u>
Fee for each SaaS MAX Reseller that signs up for your reseller program(s) (Waived if there is a Curated Meeting)	\$250
Fee for each first Curated Meeting with a prospective Reseller introduced by SaaS MAX	\$250
Commissions paid to SaaS MAX when one of your SaaS MAX Resellers generates sales for your product/service	10%-12.5% recurring when SaaS MAX Resellers Generate Revenue for you.
Commissions paid to your SaaS MAX Resellers	You determine the commission/margin structure for SaaS MAX Resellers.

Custom pre-paid packages, for example including webinars & eblasts are available. Inquire.



Need our help with Partner Recruitment?

Ideal Partner Outreach Plan - IPOP

IPOP is a mutually agreed upon transparent plan of action to recruit cherry-picked “ideal” partner prospects to join the Vendor’s reseller program (in some cases become a customer).

- ★ **Quality Channel Recruitment**
- ★ **Accelerated Channel Recruitment**
- ★ **Reduced Cost of Reseller Acquisition**



How IPOP Works:

We Become an Extension of Your Team

1. **IPC Discovery Process:** Vendor (you) completes Ideal Partner Characteristics (IPC) form. SaaSMAX channel data expert leverages our proprietary PartnerOptimizer matching engine, extracts samples for vendor to review & discuss.
2. **IPOP Monthly Process:**
 - a. SaaSMAX/ Vendor meeting scheduled at the start to agree upon a monthly funnel of appx 20 companies to pursue as target prospects.
 - b. SaaSMAX & Vendor agree upon an optimal outreach and recruitment program to nurture those prospects and get meetings scheduled.
 - c. Your SaaSMAX Channel Strategist/Recruiters commence outreach. SaaSMAX team and Vendor to regularly update each record as touchpoints are made.
 - d. During Month 1 there will be a formal mid-month touchpoint. Thereafter there will be a formal monthly review & planning meeting to tweak IPC, agree on new sets of prospects for the month ahead and discuss lessons learned.



IPOP Pricing

IPOP (Ideal Partner Outreach Program) - Minimum of 6 months, must be member of the SaaS MAX WiseSaaS Plan	Starting at \$2000/mth
A la Carte: PartnerOptimizer Services - purchase of batches of partner prospects; analysis of existing partner base; other	Inquire
Custom webinar hosted and promoted by SaaS MAX	\$5000 (1 free with 12 month IPOP commitment)
A la Carte: Partner focus groups	Custom



A la Carte Channel Marketing Campaigns

If you're wanting to drive more awareness within the SaaSMAX ecosystem, we recommend our A La Carte Channel Marketing Services, which include but are not limited to:

- A la carte email blast drip campaigns to reseller prospects
- Blog posts in the SaaSMAX blog, reshared in social media
- SaaSMAX hosted and promoted webinars to reseller prospects

Custom pre-paid packages are available - just inquire.

Cross the SaaSmax!

Any questions?

If you ever need help or questions answered, reach out to one of our channel strategists to help point you in the right direction, we're here to help!

Dina Moskowitz, CEO, dina@saasmax.com

Clinton Gatewood, Channel Chief, ccgatewood@saasmax.com





What We Expect You to Prepare When Joining the SaaSMAX WiseSaaS Plan

SaaSMAX preps Vendors to interact smartly with our Resellers

1. Assessment of Partner Program; Checklist of what's remaining
2. Competitive Analysis Chart
3. Reseller Agreement
4. PowerPoint Presentation for Resellers
5. Marketing Slick (1 to 2 page)
6. Reseller Price List
7. Completion of Ideal Partner Configuration ("IPC") exercise & PartnerOptimizer initial analysis.

