

Become a LeadLife Partner

LeadLife Business Partners represent a broad spectrum of market marketing and sales services, marketing and sales content and software as well as experts in business processes. Depending upon size, specialization and unique business model, Business Partners elect to dedicate differing levels of resources to training, marketing, selling and fulfillment of LeadLife software and services. To accommodate these differences, LeadLife offers a variety of Partnering options, which fall into the following three categories:

- A. Referral Partners**
- B. Reseller Partners**
- C. Strategic Licensing Partners**



Why become a LeadLife Business Partner?

- Take advantage of the growing Marketing Automation:
- Drive new recurring revenue stream through subscription
- Grow market share through the sale of sought after Marketing Automation
- Increase stickiness with existing customers
- Gain an advantage - differentiate product/service offerings from competitors
- Drive more value for your complementary product/services
- Create new needed services for your customer base

A. Referral Partners: Marketers of products or services that complement LeadLife's hosted software solution who desire to refer sales opportunities to LeadLife, in exchange for receipt of referral sales fees. There are two levels: straight referral and co-sell.

Profile: Marketing/sales agencies or consulting firms who market complementary applications or services who desires to leverage its end-user customer or contact base but who does not have resources, desire or application focus to service or support the LeadLife software.

Partner Responsibilities:

- a) Promote LeadLife's hosted software solution to customer/contact base, introducing concept/awareness of LeadLife to prospective end-users.
- b) Provide leads directly to LeadLife for pursuit by LeadLife or its designated Partner
- c) For Co-Sell Referral Partner - work with LeadLife to co-sell product into account

LeadLife Responsibilities:

- a) Acknowledge lead receipt and confirms or rejects lead (based upon eligibility criteria)
- b) Pursue direct sale or sell through other, designated Partner
- c) If sale closes on eligible lead, pay associated finder's fee to Referral Partner
- d) Sell and deliver and provide support for all Software and Services directly or through designated Partners

B. Reseller: Market-leading Marketing or Sales consulting organizations, System Integrators, ISVs marketing complementary products or services.

Profile: Consulting firms, ISV's or software resellers of complementary applications of complementary services and/or application who market and who are willing and able to dedicate internal resources to sell, and potentially support LeadLife's hosted software solution. Two options exist for the reseller 1) to support LeadLife software (implementation, training, and ongoing level 1 support), or 2) those that cannot designate the internal resources to adequately support LeadLife after sale.

Partner Responsibilities:

- a) Promote and resell LeadLife's hosted software solution
- b) May promote and resell Implementation and Consulting Services fulfillment by LeadLife or other certified Partner (for referral fees)
- c) Promote, resell and deliver all Implementation and Consulting Services
 - May resell and deliver only selected Services as agreed
 - May have private labeled version of LeadLife
 - May utilize agency LeadLife model
- d) May provide Level 1 Support
- e) May require annual commitment to LeadLife with advance

LeadLife Responsibilities:

- a) May deliver selected Implementation or Consulting Services or appoint another Partner to do so
- b) Provide Level 2 Support
- c) Train reseller on selling and/or implementation of LeadLife's hosted software solution

C. Strategic Licensing Partners: Same as above, but higher commitments, may use private-branding ("OEM") approach.

Profile: Vertical or horizontal ISVs, SIs of complementary applications/services who markets to end-users directly, who are willing and able to dedicate substantial resources to the sale, delivery and support of LeadLife's hosted software solution, and to commit to annual unit sales.

Partner Responsibilities:

- a) Promote and resell LeadLife's hosted software solution
- b) Promote, resell and deliver all Services
- c) Provide Level 1 Support
- e) Optional: May integrate with own application/service using API or collaborate with LeadLife for deeper integration
- f) Provide annual commitment to LeadLife with advance payment

LeadLife Responsibilities:

- a) May provide/support integration with Partner application/service offering
- b) May agree to provide Hosting
- c) Provide training throughout process

For more information on lead management and our business partnerships, please visit www.leadlife.com, email info@leadlife.com or call 1-800-680-6292.