

Mayday Safety Partner Program <i>Benefits</i>		Referral Partner SILVER	Dealer Partner GOLD
Lead Generation & Sales Assistance			
Pre-qualified leads	Receive qualified leads prioritized by your region, program authorization and certification level. Notification of leads are emailed with a link to your personalized Partner Program portal where they can be viewed and registered ("claimed").	No	Yes
Deal Registration	Register your major deals to obtain special account exclusivity.	Yes	Yes
Partner Locator	Zip-code reseller lookup, prioritized by region and certification level (higher qualified resellers listed first to reward commitment).	No	Yes
Joint Promotions	Participate in joint regional promotions including promotional emails, ads, events, etc. Easy-to-use portal allows you to request MDF participation for proposed joint activities.	No	Yes
Effective Communications			
Monthly newsletter and emails	Includes special announcements, applicable alliance deals, updated Q&A and new sales tools.	Yes	Yes
Partner program phone numbers	You can talk to the Channel Sales Manager if you need to know anything about the Partner Program, have any problems or suggestions.	Yes	Yes
Reseller forum	Have a question about configuration, sales strategies, or overcoming objections? Visit the reseller forum to post your questions and view responses from support and resellers around the country.	Yes	Yes
Online Portal Resource			
Market Information	Learn market trends to determine which verticals to target, what they prefer and more.	Yes	Yes
Competitive Analysis	Review the latest matrix that shows how the Mayday Safety platform compares to the competition.	Yes	Yes
Sales Tools	Demo script. PDF flyers and white papers, PowerPoint presentations, case studies and more.	Yes	Yes
Brand Usage	Review branding guidelines, logo usage and leverage the Mayday Safety brand to enhance your image.	Yes	Yes
Personalized portal	View all your rebates, leads, registered accounts and personal information within your own personalized portal.	Limited	Yes
Tech & Sales Support with Training			
Free Training	Get up to speed on the product, sales approach and installation within the self-paced FREE training. Many of these feature streaming video. As close as possible to on-site training.	Yes	Yes
Certification	Register for our certification program to become expert at all aspects of the Mayday Safety platform.	No	Yes
Priority Reseller Tech Support	Go straight to the top of the queue for quick tech support.	No	Yes
Annual Partner Conference	Attend the live event or view the presentations online with recorded video feeds and downloadable presentations.	No	Yes

Mayday Safety Partner Program <i>Requirements</i>		Referral Partner SILVER	Dealer Partner GOLD
Apply to Program	Must complete the Mayday Safety Partner Program application and receive approval.	Yes	Yes
Qualify as a VAR (Value-Added Reseller)	Must qualify as a VAR with a) face-to-face selling, b) provide 1 st line post-sale support, c) have outbound sales reps, d) sell complimentary products and install/integration capabilities.	No	Yes
Develop Business Plan of Action	Submit a quarterly business plan of action with assistance from the Mayday Safety Channel Sales Manager to allocate MDF and orchestrate joint promotions. Templates available.	No	Yes
Quarterly Sales Targets	Gold-level Dealer Partners are required to reach predetermined sales targets to obtain higher margins and additional benefits. Check with the Mayday Safety Channel Sales Manager for details.	No	Yes