

PARTNER PROGRAM

APPLY TO PARTNER

	ELITE	ADVANCED	BASIC
SALES and MARKETING			
WorkMax Complete Module Licenses (internal use)	25 users	10 users	5 users
Partner portal access to partner's customer accounts	✓	✓	✓
Access to partner pricing custom package configuration	✓	✓	✓
Custom partner URL to automate sales and margins	✓	✓	✓
Ability to build partner custom services into packages	✓	✓	✓
Margins paid monthly	✓	✓	✓
WorkMax digital marketing templates and graphic assets	✓	✓	✓
Approved use of WorkMax logos and trademarks	✓	✓	✓
Marketing assistance to develop customer case study	✓	✓	
WorkMax Platform tri-fold printed brochures	✓	✓	
WorkMax overview marketing videos for partner's site	✓	✓	
ELITE PARTNERS BUSINESS BUILDER PROGRAM			
Priority WorkMax product demonstration support	✓		
Priority technical customer support	✓		
Co-Marketing Funds Available	✓		
Collaborative business planning with WorkMax	✓		
Dedicated Channel Manager assigned to partner	✓		
Preferred listing on WorkMax.com partner directory	✓		
Partner logo and direct link to partner site	✓		
Featured partner spotlight marketing on WorkMax.com	✓		
Official press release marketing partner status and site	✓		

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FINANCIAL TERMS			
Minimum WorkMax sales revenue prior Quarter	\$75K	\$35K	\$10K
Margins for NEW sales	40%	30%	15%
Margins for renewal of annual subscriptions**	10%	5%	0%
Margins for partner-provided services***	97%	97%	97%
Annual partner fee	\$500	\$500	\$500
Margins paid monthly	✓	✓	✓
OPERATIONAL TERMS			
Sign Partner Agreement	✓	✓	✓
Partner Portal Training	✓	✓	✓
WorkMax Web Page on Partner's Site (content provided)	✓	✓	✓
Backlink to www.WorkMax.com	✓	✓	✓
Partner's leads/opptys must be registered with WorkMax	✓	✓	✓
Sales and implementation certification	✓	✓	✓
Maintain certification training requirements	✓	✓	✓
Participate in pipeline reviews with channel manager	✓	✓	✓
Meet or exceed agreed upon quarterly sales quota	✓	✓	
Create and drive WorkMax social media campaigns	✓	✓	
Minimum renewal rates for annual cust. subscriptions	75%	75%	
Access and participation in pre-release product training	✓	by invitation	
Participation in WorkMax sponsored events	✓	by invitation	