

USCELLULAR BUSINESS INDIRECT CHANNEL

DEAL REGISTRATION PROCESS *HOW-TO-GUIDE*

Overview: The Deal Registration Process is the key initial step that needs to be taken when any opportunity or potential opportunity is discovered. Completing the Deal Registration Form on the UScellular Partner Portal is your first step in protecting the opportunity you have uncovered. Once you complete your deal registration the UScellular Business Indirect Support Team will respond with an approval or requesting additional information within 1 business day. UScellular is committed to providing its Partners with a simple, easy and friction free sales process.

UScellular Partner Portal Link: <https://business.uscellular.com/partner/portal/>

Field Title	Guidance
Partner Name	Name of the UScellular contracted Distributor or Master Agent
Subagent VAR Name	If applicable
Requestor Name	The person who is submitting the deal registration and can be contacted for follow up
Requestor Email	The email person who is submitting the deal registration and can be contacted for follow up
Opportunity Type	Select the correct opportunity type to ensure proper alignment of opportunity ownership and sales credit Sell Alone: Used when you generate the lead and sell UScellular services without a UScellular direct seller engaged Co-Sell Partner Led: Used when you generate the lead but want a USCC direct seller to engage, otherwise you are selling alone Co-Sell Direct Led: Used only if you are engaged by a USCC direct seller to provide an approved value-added solution or hardware TBD: Select if sales motion is unknown (<i>Must be updated prior to order submission</i>)
USCC Direct Assoc Name for Co-Sell	Enter the UScellular Direct Sales Associates name that has been engaged for this deal
Business Name	The name of the business for this opportunity
Address	The business address of this opportunity
City	The city aligned to the business's address
State	The state aligned to the business's address
Zip Code	The zip code aligned to the business's address

Will the service primarily be used in a UScellular market?	Select yes or no from the dropdown list if the service will primarily be used within a UScellular market. If you are unsure, use the link to the coverage map to verify coverage for this deal registration
Contact First Name	The first name of the main point of contact at the business
Contact Last Name	The last name of the main point of contact at the business
Contact Email	The email address for the main point of contact at the business
Contact Phone	The phone number for the main point of contact at the business
Existing UScellular Customer	Select yes or no from the dropdown list
Customer ID	If this is this an existing UScellular customer with an active enter their Customer ID in this field
Opportunity Size (#of lines)	What is the estimated total opportunity size/number of lines
Estimated Close Date	Enter the month this opportunity is expected to close
Device/Solution Type	Select the appropriate device and/or solution aligned to the opportunity <i>(Smartphone, Tablet, Feature Phone, Connected Device, IoT – M2M, Wireless Modems)</i>
Device Purchase Type	Select how the customer will purchase the equipment they are activating with UScellular EIP: A device financed through UScellular for 30 monthly payment installments BYOD: A device that the customer currently owns and will activate on their new UScellular account Subsidy: A device purchased from UScellular at a discount which has a 24-month contract term
Device/Solution Use Case	Enter the details and use case of this deal registration
Other Information to Consider	Enter any additional details that may be important for this deal registration or enter “NA” if there are none