

Business Partner Program Sales Motions



Selling Motions

	Business Indirect Sales Partners		
	Sell Alone	Partner Led Co-Sell	Direct Led Co-Sell
	New Logo & Existing Customers	New Logo & Existing Customers	New Logo & Existing Customers
	<i>Used when you generate the lead and sell on your own</i>	<i>Only if you want a USCC direct seller to engage, otherwise you are selling alone</i>	<i>Used only if you are engaged by a USCC direct seller to provide an approved value-added solution or hardware</i>
Lead Generation	Partner or Sub	Partner or Sub	USCC Direct Seller
Deal Registration	Partner or Sub	Partner or Sub	USCC Direct Seller & Partner/Sub
Quote & Proposal	Partner or Sub	Partner/Sub & USCC Direct Seller	USCC Direct Seller & Partner/Sub
Customer Signatures	Biz Indirect Team	Biz Indirect Team	USCC Direct Seller
Implement/Activate	Biz Indirect Team	Biz Indirect Team	USCC Direct Seller
Activation Code/Location Code	ST###	SW###	Direct Rep Commission Code
Commission	Partner: Upfront + Residual USCC Direct Seller	Partner: Upfront USCC Direct Seller	Partner: Upfront USCC Direct Seller

CO-SELLING with UScellular Business Indirect Partners

WIN TOGETHER, FASTER, and CREATE a BETTER CUSTOMER EXPERIENCE

We believe Direct Sellers & Partners should COMPLIMENT EACHOTHER, NOT COMPETE



ENGAGE & PLAN

Partners & direct sellers engage, build relationships and plans to maximize opportunities



SHARE LEADS

Reciprocal Lead Sharing
Partner to Direct
Direct to Partner



COLLABORATE

Collaborate with transparency & accountability on every deal



CLOSE CO-SELL DEALS

Win together, faster, and provide a better experience for the customer



EARN COMMISSION

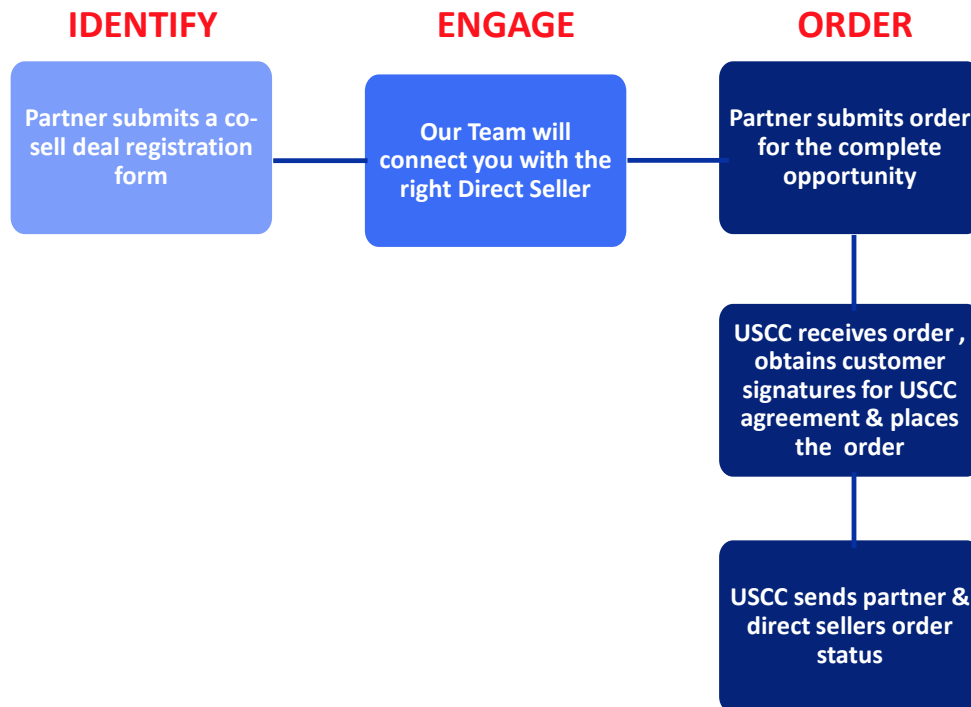
Partner & Direct sellers earn commission on co-sell deals



EVALUATE ENGAGEMENT

Pipeline reviews & QBRs with Direct sellers & Partners

Partner Sell Alone Process



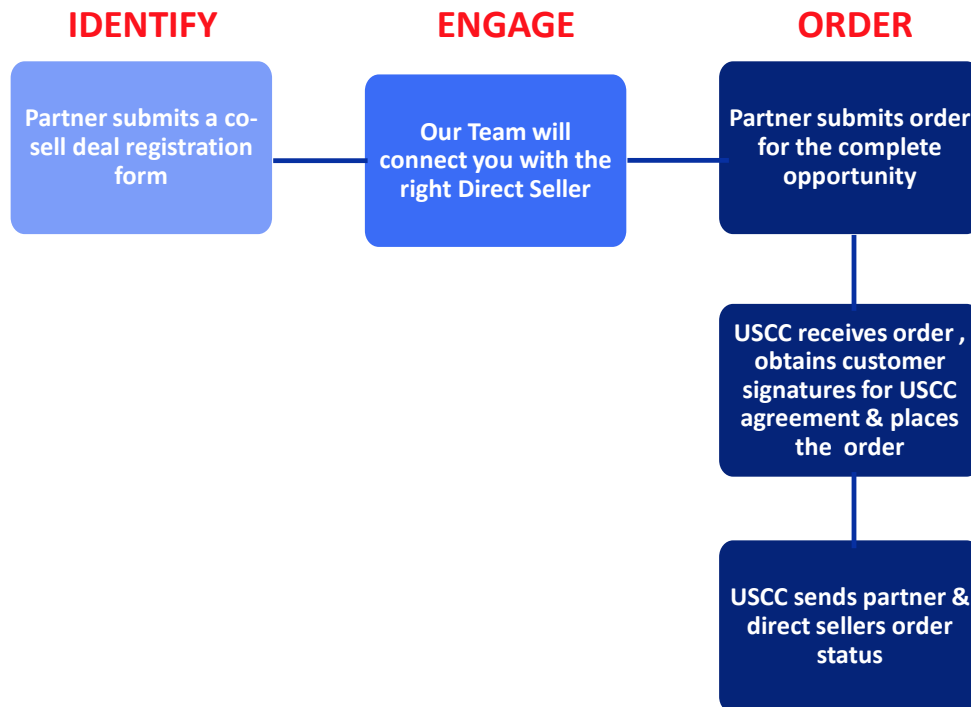
UScellular Partner Led Co-Sell Approval Guidelines

Partner led co-sell deals are approved unless

- There is an existing like oppty already being worked by another partner and or USCC direct seller

- ❖ *We commit to an open discussion to identify the best approach to ensure the customer, and partner needs are met.*
- ❖ *Prior to denying any Partner Led Co-Sell deal, we will reach out to discuss your engagement*

Partner Led Co-Sell Process



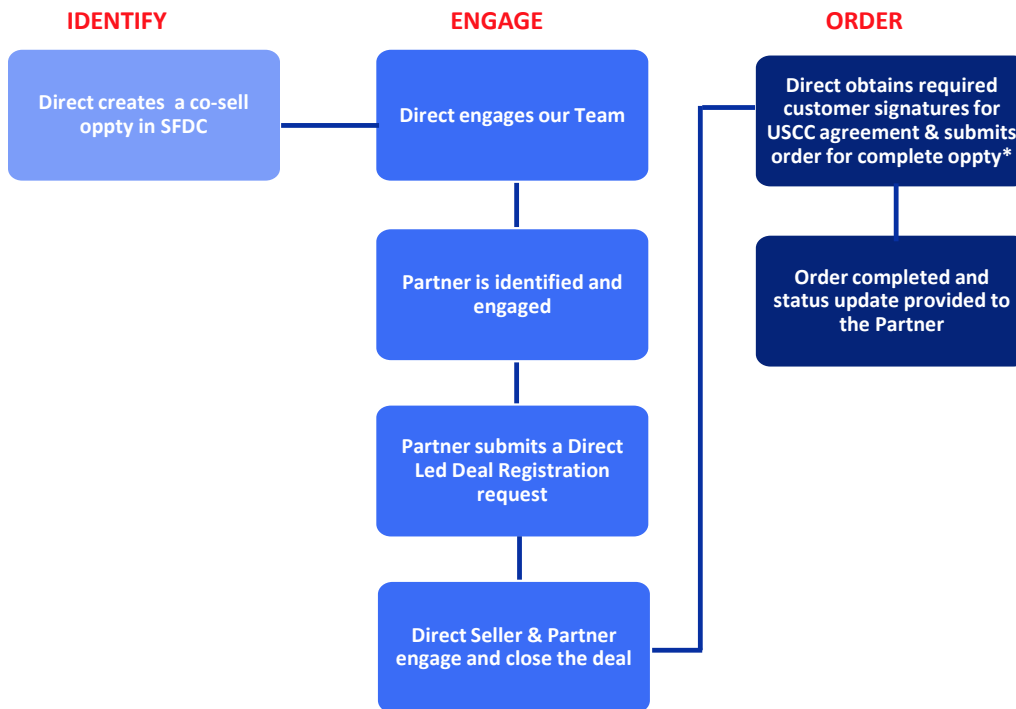
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Direct Led Co-Sell Process



UScellular Direct Led Co-Sell Approval Guidelines

Direct led Co-Sell deals are approved unless

- There is an existing like oppty already approved for another partner

- ❖ *We commit to identifying the best approach to ensure the customer, and partner needs are met.*
- ❖ *Prior to denying any Direct Led Co-Sell deal, we will reach out to discuss your engagement*