

# Gimmel Deal Registration Guidelines

The following guidelines will be used by Gimmel to determine if a channel partner qualifies for deal registration:

## **Full Deal Registration:**

All deals must be approved by Gimmel in order to receive a Full Deal Registration discount. Qualification for Full Deal Registration discounts will be at Gimmel's sole discretion.

Full Deal Registration discounts may occur via one of the following ways:

1. Channel partner brings opportunity to Gimmel or Carahsoft
2. Gimmel or Carahsoft brings channel partner into opportunity to help win business

The standard discount for partners that qualify for full deal registration is **15.00%**. Additional discounts may be provided for reasons such as volume, competition, budget, etc. Gimmel may revoke a registration discount at any time at its sole discretion.

Below is a list of criteria that Gimmel uses (or Carahsoft to provide on behalf of a channel partner) in order for a Full Deal Registration discount to be considered. The channel partner (referring partner) will also be required to support the below activities and provide information on a timely basis (as applicable) in order to remain qualified for a Full Deal Registration discount. Gimmel may revoke full registration discount pricing at any time at its sole discretion if Gimmel feels that the channel partner isn't providing acceptable support with the below information and activities.

In general, a deal that qualifies for **Full Deal Registration** is a net new/incremental deal that is identified and driven by the channel partner (i.e. a deal in which Gimmel or Carahsoft aren't already tracking).

Below is a guideline of what information the Gimmel requires from the channel partner to qualify for full deal registration:

- Key contact and role information
- Level of influence with the customer on the buying decision
- Government or Educational Entity that has the requirement is an existing customer of the Partner referring the opportunity
- Whether the request is for a new requirement or a renewal
- Understanding of the business driver, program and/or business area
- Type of requirement: Is this a budgetary quote or is it a funded initiative?
- Target time to close
- Level of self-sufficiency to close the deal by the registering Partner
- Specific configuration of interest or quantities of each line item
- Understanding of the Budget, Timeframe, Competition, and Compelling event identified

Below is a guideline of what activities Gimmel requires from the channel partner to participate in to qualify for full deal registration

- Provide updates on project descriptions including Gimmel products to be offered
- Provide updates on customer emails and communication
- Provide updates on decision makers and influencers identified
- Support requirements development
- Support product demonstrations
- Support proof of concept development
- Assist with site visits
- Support with updating information related to budget, timeframe, competition, and compelling events

# Gimmel Deal Registration Guidelines

## Sales Assist Registration

All deals must be approved by Gimmel in order to receive a Sales Assist discount. Qualification for Sales Assist discounts will be at Gimmel's sole discretion.

Sales Assist Discounts may occur via one of the following ways:

1. Channel partner brings opportunity to Gimmel or Carahsoft
2. Gimmel or Carahsoft brings channel partner into opportunity to help win business

The standard discount for partners that qualify for sales assist registration is **7.00%**. Additional discounts may be provided for reasons such as volume, competition, budget, etc. Gimmel may revoke a registration discount at any time at its sole discretion.

Below is a list of criteria that Gimmel uses (or Carahsoft to provide on behalf of a channel partner) in order for a Sales Assist discount to be considered. The channel partner (referring partner) will be required to support the below activities and provide information on a timely basis (as applicable) in order to remain qualified for a Sales Assist discount. Gimmel may revoke the Sales Assist registration discount at any time at its sole discretion if Gimmel feels that the channel partner isn't providing acceptable support with the below information and activities.

In general, a deal that qualifies for **Sales Assist Registration** is a deal that hasn't been sourced by a channel partner. However, the deal occurs in an account or use case scenario where the channel partner has added value previously or could add value to in the future. Resellers may also qualify for a sales assist discount if the procurement requirements (or expected requirements) of the deal require an acquisition mechanism such as contract vehicle, socio-economic set aside supplier, etc.

Below is a guideline of what information Gimmel requires from the channel partner to qualify for Sales Assist Registration:

- Key contact and role information
- Existing relationship with the Government or Educational Entity that the requirement is for
- Whether the request is for a new requirement or a renewal
- Full product description or part numbers
- Quantities of each line item
- Understanding of the work you have done/will do to provide Gimmel with support in this account
- What work you can do to provide Gimmel with support in other new accounts
- Description of the value you as the partner are adding to this deal

Below is a guideline of what activities the Gimmel requires from the channel partner to participate in to qualify for Sales Assist Registration:

- Provide updates on project descriptions including Gimmel products to be offered
- Provide updates on customer emails and communication
- Provide updates on decision makers and influencers identified
- Support requirements development
- Support product demonstrations
- Support proof of concept development
- Assist with site visits
- Support with identifying and updating information related to budget, timeframe, competition, and compelling events

## Non Registered Discount

Channel Partners who do not qualify for any of the above deal registration scenarios will be provided pricing at the non-registered discount level.

If accepted by Gimmel, the standard discount for partners that don't qualify Full Deal or Sales Assist registration is **2.50%**. Additional discounts may be provided for reasons such as volume, competition, budget, etc.