

Players Program

... play to win

Our Mission

Breece Hill is dedicated to data protection solutions for Small and Medium businesses

Our Commitment To You

- » Quality product
- » Solid support
- » Channel focus
- » Reward for your sales efforts
- » Pricing advantages for our all-star partners

The Players Program

- » Requirements and benefits at two levels
- » Choose the one that's right for you
- » Talk to your Breece Hill sales rep to get signed up

How to Get in the Game: Requirements

	Player Levels	
Company Profile	Expert	Professional
Current Storage VAR	Required	Required
Storage Revenue	40-100%	25-10%
Sales Representatives	2 or more	At least 1
Sales Engineers	2 or more	1 or more
Program Requirements	Expert	Professional
Quarterly Sales Minimum	\$100,000 / quarter	No minimum
Training	On-site Required	On-site or Online
Quarterly Business Reviews	Required	Optional

How to Get in the Game: Benefits

Program Benefits	Player Levels	
	Expert	Professional
Field, Inside and Technical Support	X	X
Secure Access to Website	X	X
Reseller Incentives – Rebates and Promotions	X	X
Opportunity Registration	X	X
Marketing Support and Collateral	X	X
Training – Online Sales and Technical	X	X
Sales Training – On-Site	X	If available
Technical Training at Breece Hill Facility	X	X
Evaluation Units	X	X
Meet Comp	X	X
Qualified Sales Leads	X	
MDF Funds	X	
Demo Unit Purchase Program	X	

Player Program Highlights

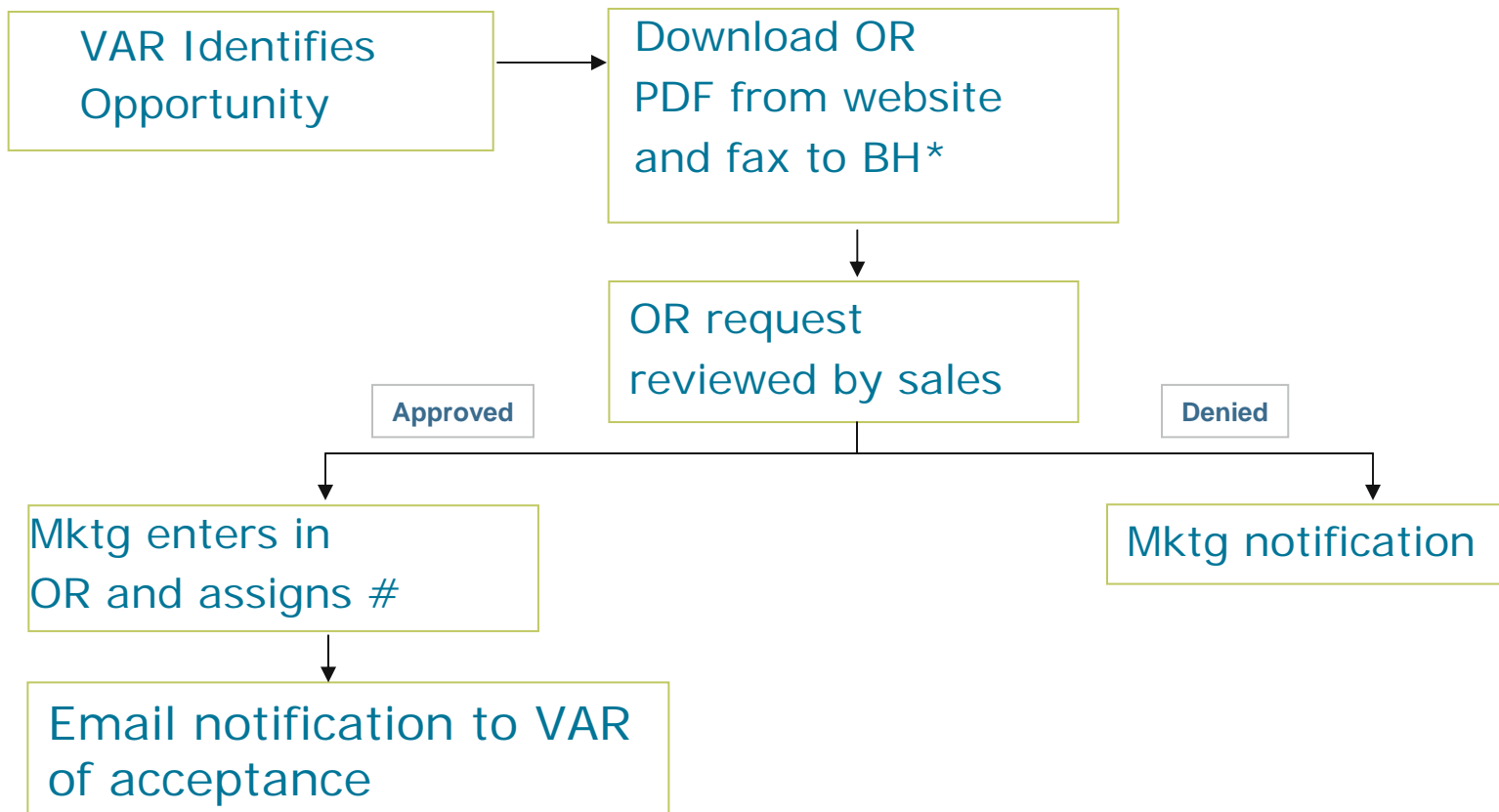
» Opportunity Registration

- Your sales efforts are protected at 15 points, up front, when you register your opportunity
- 3 Month registration with extension options
 - To extend must demonstrate progress with opportunity
- Fair program management, special price advantages
- Registration form available on website

» Meet Comp

- Designed for competitive situations requiring special pricing
- Website form requiring complete info on deal and competitive pricing

Opportunity Registration Process



Equipment Programs

- » Demo Units
 - Special discounted pricing on Demo units
 - One per product family per year
 - For a Demo Room installation or on-site demo at your customer's location
- » Eval Units
 - Any Breece Hill product
 - Up to three months
 - No charge
 - Available to our Partners on a loan basis for extended testing and showing
- » Try and Buy
 - Available on a limited basis
 - Make the difference that gets the PO

*Contact your sales representative for the
Ideal program to close the deal*

Generating Leads

- » Lead Generation programs
 - Current – direct mail and telemarketing
 - Press program / article placement
 - Banner ads / search optimization
 - Trade Shows
- » MDF
 - Market Development Funds
 - Start-up funds available for both levels

Resources to help you!

- » Dedicated Sales Team
 - Field Sales
 - Face to Face or phone sales calls, Sales Training
 - Inside Sales
 - Sales assistance via phone, configuration support, fast and easy business day assistance
- » Distributor Support – pricing, financial and configuration

More Resources

» Secure Access to Website

- Forms and materials for programs
 - Product programs
 - MDF
 - Opportunity Registration and MeetComp
 - Request for Collateral
- Coming soon
 - Marketing Material
 - Competitive data
 - Company presentations

» Free Collateral

- Data Sheets
- Whitepapers – Video Archive, Medical Archive, D2D2T
- Email sales for delivery of free collateral

» Training

- Technical and sales training, at our facility or yours