



The Brenthaven Deal Registration Program is available to all Brenthaven Authorized Resellers.

The purpose of the Program is to protect and reward Resellers for sourcing and closing new Brenthaven sales opportunities.

### **Benefits of Deal Registration**

- Establishes a co-selling relationship between the Reseller and Brenthaven.
- Enhances the profitability of the Reseller.
- Provides a selling advantage to Reseller to win the business.
- Earn 8% protected discount on qualified deals.

All qualified Resellers participating in the Program must understand and adhere to the Program Guidelines. The Program terms and conditions outlined in this document are subject to modification or termination by Brenthaven at any time and without notice.

### **Program Overview**

Resellers can leverage their sales teams to register eligible Brenthaven sales opportunities through the Brenthaven Deal Registration Program. Eligible Brenthaven sales opportunities are defined as deals that are:

- 1) not currently registered in the Brenthaven Deal Registration System;
- 2) net new to the Brenthaven Sales pipeline; and 3) have an incubation period of at least five business days.

Resellers that register eligible opportunities in accordance with the Program Guidelines are eligible to receive an 8% discount off Reseller unit cost if the deal is closed within program requirements. At each Reseller's discretion, the discount may be extended in whole or in part to the end-customer to help close the deal, or can be captured as additional margin.

### **Opportunity Eligibility Requirements**

- Reseller must be Brenthaven Authorized to qualify for the Program.
- Registered opportunities must identify the specific sales opportunity within the institution or organization, including the department that will deploy the Brenthaven solution and provide the contact information of the decision maker at the institution.



- Opportunities need to be at least 100 units.
- Opportunities must be registered at least five (5) business days prior to the deal closing. The opportunity must be net new to the Brenthaven sales pipeline.
- Deals identified by Brenthaven and extended to Resellers for fulfillment are not eligible for the Program.
- RFPs & RFQs do not qualify for the Program.
- Any quotes provided to the end user must only include Brenthaven as the case vendor.

### Program Administration

- Resellers must register eligible sales opportunities via the Brenthaven Deal Registration Form found at [www.brenthaven.com/portal/partners](http://www.brenthaven.com/portal/partners) or through the deal registration page at Douglas Stewart Company.
- The Brenthaven representative will review and respond to deal registration submissions within two (2) business days.
- The Brenthaven representative will review and approve or deny registration submissions using the criteria within the eligibility requirements.
- If a deal registration is approved, Reseller will receive a quote within 2 business days that will include the program discount applied to each individual line item.
- Once the deal closes, Resellers must place the order to receive the invoice deal registration discount.
- Resellers must include the Brenthaven Deal Registration number on their purchase order.
- Brenthaven reserves the right to maintain a direct relationship with the customer.

### Extension Request

A registration is active for 90 days from date of approval. If the registration is approaching the expiration date, the approved Reseller may request an extension.

- To request an extension, Reseller must submit an updated Deal Registration Form with the new requested expiration date and justification indicating why the deal will close within the new time frame.
- Extension requests must be submitted to the Program Administrator via email to [reseller@brenthavenhq.com](mailto:reseller@brenthavenhq.com) at least one day prior to expiration of the initial registration.
- Extension requests will be approved or denied at the discretion of Brenthaven.
- No opportunity can be extended more than three times.



## Deal Registration Rejection Reasons

Deal registrations can be rejected for, but are not limited to, the following:

- Does not meet the opportunity eligibility requirements.
- The opportunity is already in the Brenthaven sales pipeline and therefore not new to Brenthaven at the time of registration.
- The opportunity is below the minimum deal size requirement and does not have a chance to grow per the Brenthaven sales rep.
- Another partner has already registered the opportunity.

Reasons for cancelling the deal registration discount include, but are not limited to, the following:

- The products on the sales order do not match the products on the deal registration.
- The products on the order do not meet the minimum deal size requirement.
- The Brenthaven deal registration number has already been claimed on another deal registration.
- The order date is within 5 business days.
- The deal registration number is invalid.

Current program effective July 1, 2016 and supersedes all previous programs.

Web: [www.brenthaven.com/portal/partners](http://www.brenthaven.com/portal/partners)

Phone: (206) 454-7599

