

Advisor Referral Program

Drive new revenue streams by referring technology services

BUYING TECHNOLOGY IS COMPLEX

Purchasing business technology today is difficult. When customers want to purchase connectivity, cloud, or energy solutions, they have to go through multiple channels to power their business.

SALES DESK AS A SERVICE

Offer your customers additional services with no upfront investment on your end with access to an experienced team of experts to sell on your behalf.

PROGRAM BENEFITS



Gain new recurring revenue streams

Offer a diversified portfolio without upfront investment in skills or resources. Our call center will sell telecom, energy, and cloud solutions on your behalf.



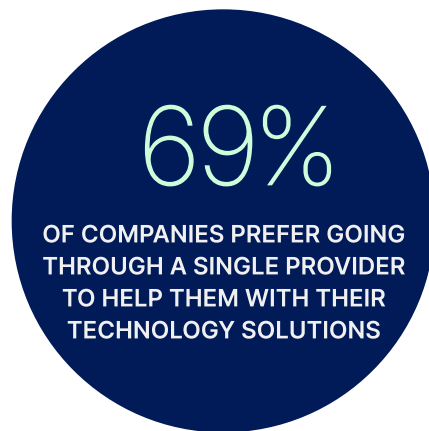
Increase value to your customers

Strengthen customer relationships by providing value-added services with AppDirect's multi-category catalog.



Increase wallet share

Earn recurring commission on every deal AppDirect closes on your behalf. Gain more share of wallet with your existing customer base.



COMCAST
BUSINESS

verizon

Spectrum
BUSINESS

nextiva

COX
BUSINESS

Telesystem

zoom

VONAGE

AVAYA

Microsoft

LUMEN

AT&T
Business



HOW IT WORKS



REFER LEADS

There are three easy ways to refer leads

› Dedicated 800 number

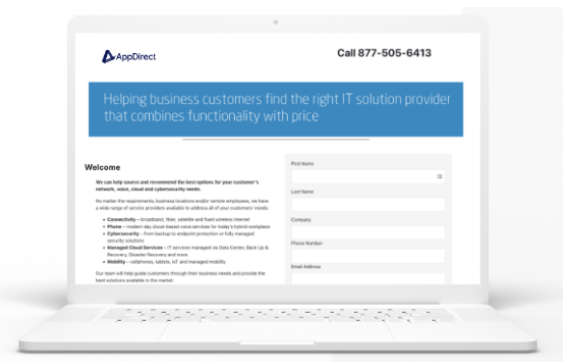
Provide customers a toll-free number that directly connects to AppDirect's sales center.

› Branded landing page

Use a landing page branded for your business that directs leads to AppDirect's sales center.

› "Submit-to-call" web forms

Have customers fill out a web form that triggers an automatic outbound call from AppDirect's sales center.



STAY INFORMED

Always know how we're performing

AppDirect provides reporting on the performance of your campaigns including:

- Call-to-close ratio
- Outcome of calls
- Call-to-proposal ratio
- Solutions quotes & sold

Contact Bill Vander Venet, RVP, Strategic Partner Programs
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ABOUT APPDIRECT

AppDirect is a San Francisco-based B2B subscription commerce platform company that brings together technology providers, advisors, and businesses to simplify how they buy, sell and manage technology. More than 1,000 providers, 10,000 advisors and 5 million subscribers rely on the AppDirect ecosystem of subscription marketplaces to power their innovation, growth, and success.

For more information about AppDirect, please visit www.appdirect.com. 650 California Street, 25th Floor, San Francisco, CA 94108

