Reseller
Sales Plan

1. OBJECTIVES

1.1 - Revenue target: regarding Meet Me in the Cloud (MMITC) product sales, what is your estimated revenue goal and timeline?

1.2 - Target rate of annual growth?

2. MARKETING

2.1 - Briefly discuss reseller strategy for promoting MMITC solutions?

2.2 - Are there specific market segments that will be targeted? If yes, which markets?

2.3 - Are there plans to participate in any annual industry conferences/expositions?

   2.3.1 - If yes, which ones?

2.4 - Will the MMITC solutions be promoted on your website?

2.5 - Are there additional/alternative plans to promote MMITC solutions (website badge, advertising, flyers, product updates, etc.)?

3. SELLING

3.1 - What is the approach or method for selling MMITC solutions, such as through active sales professionals, on-line sales, third parties, etc.?

3.2 - If planning to sell via your partners and/or resellers, please indicate organization names:

3.3 - How many sales professionals do you currently employ?

   3.3.1 - How many will be assigned to sell MMITC solutions?

   3.3.2 - Will sales professionals have an MMITC quota?

   3.3.3 - Are there plans to hire additional sales professionals in the next 90 days?

3.4 - Will MMITC solutions be offered as a bundled offering, standalone or both?

3.5 - Are there plans for cross-selling with other vendors?

4. COMMUNICATION

4.1 - Reseller is willing to have a monthly scheduled call with channel support.

   4.1.1 - Please indicate three (3) desired days and times (indicate time zone) to schedule a call.

4.2 - Reseller is to provide a monthly pipeline report.

4.3 - Reseller is open to the random scheduling of a QBR?

5. SUPPORT

5.1 - As a vendor, MMITC will provide the following:

   5.1.1 - Timely response for all sales and technical support calls/inquiries.

   5.1.2 - Create and maintain an online reseller resource website

   5.1.3 - Product Sales Training annually or as required.

   5.1.4 - Will act as SME(s) on customer facing conference calls.

   5.1.5 - Services updates as they are released.