



Lunch on Us

Channel Partner Prospect Program

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LUNCH
on Us!

FY21 2H Partner Campaign



Prospect funnel building campaign for Masergy channel partners

Who: Any active channel agent is eligible to participate

What: Partners can earn \$500 for an opportunity of \$5,000 or more in a prospect account for net new meetings scheduled with Masergy that generates opportunities that reach “proposed” stage.

- ❖ Net new prospect accounts only
- ❖ ALL products are eligible

When: Partners submits meetings and potential opps between **Feb 1 - April 15, 2021** via **meeting registration form**.

- ❖ Once submitted, deals that hit “proposed” stage by **May 15, 2021 qualify for Bonus**. Bonus is paid out in June.
- ❖ This marketing bonus is stackable with current running sales incentives for 1X SD-WAN or 2X UCaaS.
- ❖ Automated process does **99% of the work for the Masergy rep/partner** including sending the Uber Eats to client and CREATING any opportunities found

What's In it for the partner's end user prospect? Receive \$25/£20 UberEats gift card (one per appointment unless special request is made)



Lunch on Us - Partner Steps

What's in it for the Partner?

Partners submits meeting/opp to Masergy between **February 1 - April 15, 2021** via **submission form** https://pages.masergy.com/partner_lunch_on_us

Prospects/Net New Acct = If the subsequent opportunity on the prospect account turns into a “proposed” stage opportunity (at a minimum of \$5,000) in Salesforce no later than **May 15, 2021** the Partner Company will receive \$500.

Products: All products are eligible

NOTES

- [Partner fill out form for opportunity to be entered](#) and customer to receive the UberEats card
- Only form submitted between February 1, 2021 - April 15, 2021 are eligible
- Public Sector and Federal accounts are excluded from receiving UberEats gift card
- Incentive will be paid via Masters or direct depending on your agreement with Masergy
- Opportunities in Lunch on Us, may also be eligible for other applicable Masergy Incentives running through June 30, 2021

Assets Available from Masergy



Word Document for Partners with Email Copy

- Same messaging as in PDF, but easier to send to prospects

Download copy [here](#)

Co-Branded PDF Invites (1) for your:

- Prospect/Net New Acct targets

What we need from Partner for PDF co-brand

- Logo (if we do not have it already)
- Phone and/or 1 Email for meeting reply

Email: partners@masergy.com



Invitation & Meeting Process

Pre Meeting/Meeting

- Partner sets meeting with net new prospect with Masergy AE/GAD (use assets provided or your own invites)
- Meeting Occurs with End User, Partner and Masergy AE/GAD between Feb 1-April 15, 2021

Post Meeting

- **Channel Partner completes online form** that will collect info to send the end user customer the \$25 UberEats and identify if an opp was found.
 - Complete https://pages.masergy.com/partner_lunch_on_us
 - Prospects may not be able to accept gifts, please indicate when submitting form for opportunity.
- Once form submitted:
 - Masergy will issue UberEats gift card to primary end user contact submitted via form on our behalf
- If opportunity found:
 - Masergy SFDC team will create opportunity for you and AE/GAD, attach your partner company and assign to the AE to work with partner
 - Automated process does **99% of the work for the Masergy rep/partner** including sending the Uber Eats to client and CREATING any opportunities found

Form for Partner Completion

Lunch on Us Meeting Program

This form is to be completed by the Masergy Account Executive or Channel Manager

End-User First Name*	End-User Last Name*
<input type="text"/>	<input type="text"/>
End-User Business Email*	End-User Account Name*
<input type="text"/>	<input type="text"/>
End-User Phone Number*	End-User Job Title*
<input type="text"/>	<input type="text"/>
End-User Country*	
<input type="text" value="Please Select"/>	
End-User Street Address*	End-User City*
<input type="text"/>	<input type="text"/>
End-User Zip Code*	
<input type="text"/>	
Partner Business Email Address*	
<input type="text"/>	
Masergy AE/GAD Engaged Email Address*	
<input type="text"/>	
Opportunity Found*	
<input type="text" value="Please Select"/>	

Please note: MS Teams and CCaaS opportunities are excluded from this program.

Form Benefits

- Gets End User eCard shipped out
- If opportunity found, sends notification to Masergy SFDC team to create opportunity for AE/GAD on acct with partner

What we need from Partners after Meeting

- Contact info on End User for (name, title, address, email, phone)
- Partner's Email for opportunity assignment in SFDC
- Opportunity type found (SDWAN, UCaaS, CCaaS, Managed Security, MS Teams)



Masergy Opportunity Creation Process

When an **opportunity is uncovered** during meeting and submitted via [Lunch on Us form](#):

New opportunity will be created in **by Masergy SFDC team** once form is submitted between Feb 1-April 15, 2021 and **assigned** to your Masergy rep to work with you

- Upon receiving notification email for opportunity, **AE/GAD to update** will update with products, MRR and close dates
- AE to work with Partner through stages of opportunity

If subsequent opportunity stage hits “**proposed**” between **February 1, 2021 - May 15, 2021**, partner bonus of \$500 will be paid in June 2021 per your agreement with Masergy or your Master

- Excludes any existing opportunities on the prospect in the system prior to **February 1, 2021** and Requires final review to ensure criteria are met by Masergy sales operations.

If an **opportunity is not uncovered during call, and if the end user is a net new lead, it will be assigned to AE for future nurturing with you the partner.



Reporting and Payments

End User Payment (UberEats)

- Partner or Masergy Rep may reach out to partners@masegy.com with a few additional end user names for payment. Full contact information required if requested.
- Masergy will send the UberEats gift card electronically within the week to your client.

Partner Incentive Payment

If opportunity hits “proposed” between Feb 1, 2021- May 15, 2021, partner will be paid in June 2021 per your agreement with Masergy or your Master

- Meeting with prospect must be submitted via form
- 1 bonus per account, if multiple opportunities are found
- Masergy to check if opportunity was created as part of the program
- Masergy will check if opportunity is \$5,000 or more



QUESTIONS?

Contact the Masergy Channel Marketing team at partners@masergy.com.

Or

Your Account Executive and Channel Manager at Masergy.

We look forward to selling with you!