

Deal Registration Program Guidelines

The ThinkWrite Deal Registration Program (“Program”) is available to all ThinkWrite Authorized Resellers (“Resellers”) in North America. The purpose of the Program is to protect and reward Resellers for sourcing and closing new ThinkWrite sales opportunities.

Benefits of Deal Registration

- Establishes a co-selling relationship between the Reseller and ThinkWrite.
- Enhances the profitability of the Reseller.
- Provides a selling advantage to Reseller to win the business.
- A potential opportunity must be 1,000 units or more to be registered and be considered for special pricing.
- Special pricing starts at 5% protected discount on eligible deals with a 1,000 unit minimum.

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 change or modification or termination by ThinkWrite at any time.

Program Overview

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

1. Not currently registered in the ThinkWrite Deal Registration system.
2. Net new to the ThinkWrite sales pipeline.

Resellers that register eligible opportunities in accordance with the Program Guidelines are eligible to receive a 5% discount off ThinkWrite MSRP for orders with at least 1,000 units 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. ThinkWrite has authorized The Douglas Stewart Company to extend the additional discount to qualifying Resellers (off-invoice) when providing quotes and processing orders for approved registered deals.

Opportunity Eligibility Requirements

- Resellers must be ThinkWrite Authorized to qualify for the Program.
- All fields and requirements must be filled out on the ThinkWrite Deal Registration form ([Special Price Registration Form](#)).

- Registered opportunities must identify the specific sales opportunity within the institution or organization, including the department that will deploy the ThinkWrite solution and provide the contact information of the decision maker at the institution.
- Opportunities must be registered at least ten (10) business days prior to the deal closing.
- The opportunity must be net new to the ThinkWrite sale pipeline.
- Deals identified by ThinkWrite and extended to Resellers for fulfillment are not eligible for the Program.
- If the opportunity is at the RFP or RFQ stage, the deal registration may be denied.
- Deal Registrations are good for 120 days and can be eligible for an extension if ThinkWrite elects to make an extension or modify the terms of such registration prior to the expiration date of such special pricing.

Program Administration

- Resellers must register eligible sales opportunities via the ThinkWrite Deal Registration Form ([Special Price Registration Form](#)).
- The Program Administrator will review and respond to Deal Registration (Special Price Registration) submissions within three (3) business days.
- The Program Administrator will review and approve or deny registration submissions using the following criteria within the eligibility requirements.
- If a Deal Registration (Special Price Registration) is approved, Reseller will receive a quote within ten (10) business days that will include the program discount applied to each individual line item from The Douglas Stewart Company.
- Once the Reseller receives a PO from their customer, the next steps is to place the order with The Douglas Stewart Company to receive the Deal Registration (Special Price Registration) discount upon billing.
- Resellers must include the ThinkWrite Deal Registration (Special Price Registration) number on their purchase order.