BrainCo

Deal Registration Program Guidelines

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

Benefits of Deal Registration

- Establishes a co-selling relationship between the Reseller and BrainCo.
- Enhances the profitability of the Reseller.
- Provides a selling advantage to Reseller to win the business.
- Earns 15% protected discount on eligible deal.

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 BrainCo, at any time.

Program Overview

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

1. Must be an Authorized Reseller and in good standings with BrainCo.
2. Not currently registered in the BrainCo Deal Registration system.
3. Net new to the BrainCo sales pipeline.
4. Have an incubation period of at least five business days.
5. Deal registrations are good for 90 days and can be eligible for a 60 day extension.

Resellers that register eligible opportunities in accordance with the Program Guidelines are eligible to receive a 15% 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. BrainCo 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.

BrainCo reserves the right to negotiate directly with the end user on any opportunity with an expected purchase order by the end user that will be over $2,500 in BrainCo products. If BrainCo sets the price a margin will be worked out with distribution and the reseller as a part of the large order.

Opportunity Eligibility Requirements

- Reseller must be BrainCo 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 BrainCo 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 BrainCo sales pipeline.
- Deals identified by BrainCo and extended to Resellers for fulfillment are not eligible for the Program.
- RFQ & RFPs may qualify for Deal Registration if the opportunity was initiated and driven by the Reseller.
- Opportunity must be for be for a minimum of $2,500 in retail value.

Program Administration

- Resellers must register eligible sales opportunities via the BrainCo Deal Registration Form.
- The Program Administrator will review and respond to deal registration submissions within two (2) 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 is approved, Reseller will receive a quote within 2 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 step is to place the order with The Douglas Stewart Company to receive the deal registration discount upon billing.
- Resellers must include the BrainCo Deal Registration number on their purchase order.