



TechSmith Deal Registration Program

TechSmith is committed to the success of its channel resellers and values the investment needed to find new sales opportunities.

The Deal Registration Program rewards and protects resellers who market, promote and support TechSmith products to their customers.

Registration Eligibility and Approval Criteria:

- The Partner must have made significant pre-sales efforts related to the opportunity, such as but not limited to: Meeting with the decision-makers, qualifying the opportunity, and helping the end-user to quantify the project budget with TechSmith Products. The partner must provide this detail in their registration application form.
- The opportunity is not being pursued directly by TechSmith at the time the Partner submits the deal.
- Registrations cannot be made on opportunities that have already gone out to bid or that originated from a TechSmith lead.
- Minimum deal size is \$3,000 USD at MSRP list price.
- A registered deal approved by TechSmith is valid for that opportunity only. The approval does not give you exclusive rights to the customer.

Registration Process:

- Partner must submit their application for review via the deal registration form at: <http://partners.techsmith.com/Pipeline/OpportunityNew.aspx>
- Please include a description of the pre-sales efforts (ex. Customer correspondence detail, meeting dates, etc.) in the Description field at the bottom of the Deal Registration application.
- TechSmith will approve or deny the registration request within two business days (target).
- Approved deals will receive an additional eight percent of margin. The additional margin may be taken up front, or as a back end rebate. As the default, the additional margin will be provided up front. If a back end rebate is required, please specify that request in the Description field at the bottom of the Deal Registration application.
- The channel reseller is given 30 days from the registration approval date to close the deal. However, the reseller can request a 45-day extension for an opportunity.

Contact Information

For any questions please contact the TechSmith channel team resellers@techsmith.com.

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