

Partner Program Overview

SnapComms offer 3 types of partner program:

Affiliate

To qualify as a 'SnapComms Affiliate', you need to own a reputable website or blog that engages directly with IT, HR or Internal Communications decision makers.

The role of an affiliate is to:

- Place the SnapComms affiliate badge on their website or blog.
- When a visitor accesses the badge and purchases a solution from SnapComms, SnapComms provide the affiliate a one-off payment.

Partner

To qualify as a 'SnapComms Partner' you need to be able to demonstrate existing credibility and relationships within large corporate clients (1000+ employees).

The role of a partner is to:

- Identify opportunities for the SnapComms tools within existing (and potential) client base.
- Register a qualified sales opportunity with SnapComms in order to qualify for a commission, should it convert to a sale.
- To provide a short overview and anchor text links to the SnapComms website (all referral sources are tracked and referrers notified)

Technology Partner

'SnapComms Technology Partners' are organizations who bundle the SnapComms solution as part of a wider technology solution. They can demonstrate existing credibility and relationships within large corporate clients (2000+ employees).

The role of a technology partner is to:

- Identify opportunities for the SnapComms tools within existing and target client base.
- Understand the operation and Unique Selling Propositions of SnapComms tools
- Have a technical understanding of the SnapComms solution
- Demonstration capability (face-to-face, power point, WebEx)
- Complete the sale, basic technical liaison and provide training
- Invoice the customer directly (incorporating key SnapComms Customer Contract terms)
- Maintain an ongoing account management, contractual and first line operational support relationship in order to qualify for ongoing annual commissions.

If you would like to know more about any of the SnapComms Partner programs, please [email us](mailto:info@snapcomms.com).