**SAP Referral Program**Program Overview

# Take Advantage of the SAP® Referral Program to Earn Additional Revenue — the Easy Way



Referrals represent one of the easiest ways to capitalize on the demand for industryleading SAP® solutions. As a member of the SAP Referral program, your company can

### earn sizable monetary rewards

- up to \$50,000 or €50,000 - simply for sharing qualified leads with SAP that convert to won, closed, and paid deals. Whether you're new to SAP or already doing business with us, don't miss this opportunity to increase your revenue with minimal effort.

#### Make Money Without Even Selling

The SAP Referral program rewards members that share qualifying leads in the small to midsize enterprise (SME) space with SAP that convert to won, closed, and paid deals for SAP. You can earn big payouts while helping your customers become bestrun businesses with SAP software. Qualifying SAP solutions include the following, where available:

- SAP Business One application
- SAP Business ByDesign® solution
- SAP Business All-in-One solutions
- SAP BusinessObjects™ solutions

These proven solutions, targeting the five market categories of applications, analytics, cloud, mobility, and database and technology, are ideal for small and midsize companies – the market where you will likely have the most opportunity for referral rewards.

SAP's commitment to this program is strong – stronger than ever:

- We've taken careful steps to help ensure that our lead management process is more thorough and more proactive.
- We're eager to add members to this program and support current and new members' success.
- We've recently made improvements to strengthen the overall program, member portal, lead management processes, and member communications as SAP follows up on all qualifying leads.

Which companies should participate?

- Whether an existing SAP partner or new to SAP, our referral program is an excellent additional way to grow with SAP – with minimal time and effort and at no cost to join or participate.
- The program is ideal for any company that understands and works with SME customer businesses and is in a position to realize when they are in need of business management software.
- Members leverage the program to capitalize on opportunities outside their area of expertise, solution, or geography, for example.

#### www.sap.com/contactsap

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#### **Program Benefits:**

- Membership is free and easy companies can apply here.
- Qualifying leads are eligible for 5% of the net license software value to SAP.
- Members receive up to \$50,000 or €50,000 on each lead that converts to a won, closed, and paid deal.
- Membership includes the opportunity to leverage related SAP branding and resources to support getting started.
- E-learning and enablement content and tools make it all as easy as possible for companies to earn referrals.

## Sign Up Immediately – Be Prepared for Referral Opportunities

Turn leads that aren't right for your business into money. It's easy to join and participate in this free program:

- Register online (no fees apply) for any country where the SAP Referral program is offered and you intend to identify and submit referral opportunities.
- Check the terms and conditions for the program in your location (note that rewards, qualifying products, deal sizes, and so on may vary).
- Submit leads that meet program guidelines through a secure portal and let SAP do the rest. We inform you of the outcome and pay your company as much as \$50,000 or €50,000 on corresponding opportunities that SAP closes within 12 months.

#### **Get Started Today**

SAP Referral program members have access to an intuitive, easy-to-use portal, available 24x7, for submitting leads and checking on their status. Business software expertise is not required. All SAP Referral program members need to understand are the basic requirements of their customers or prospects. Note that you must designate a partner manager to support and oversee your company's participation in the program.

<u>Learn more</u> today, or complete the online form to join the SAP Referral program.

Please don't hesitate to contact us at:

#### E-mail Addresses

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