MITECH PARTNERS, LLC

PARTNER ENGAGEMENT MODEL & EXECUTION

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PARTNER ENGAGEMENT MODEL & EXECUTION

Though the main reason why Mitech Partners, LLC is in business is to obviously generate revenues and profits from them, what is the one source these come from? Partners of course! This training document reviews the Partner Engagement Model and how we can use it to flawlessly execute our sales strategy and have them for life. As of result, the goals and objectives of this training are as follows:

- Review the Client Engagement Model and explain how it can apply to partners
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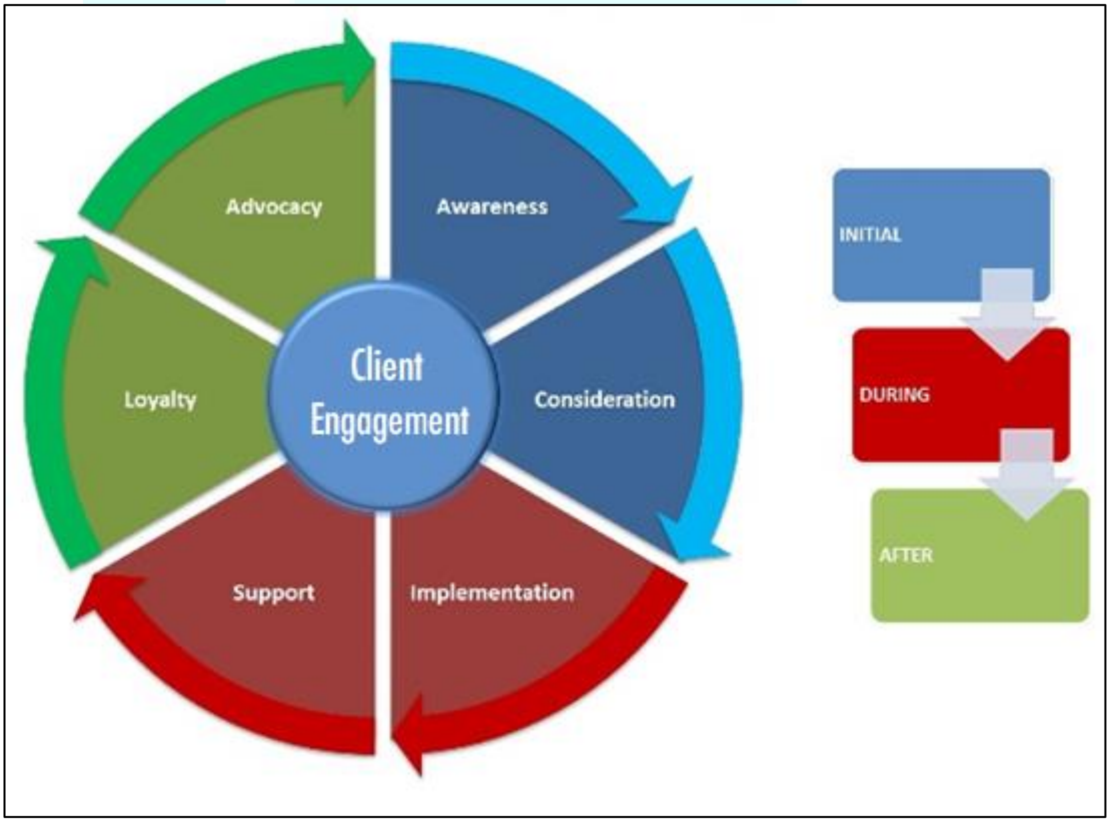
Client Engagement Model Revisited

The goal of the Client Engagement Model is to ensure that the time spent with each partner we serve is consistent, positive, and always focused on them. The model focuses on the relationship building process well before they become a partner of Mitech Partners, LLC. As shown below, there are three (3) initial phases of the Client Engagement model.



Initial Conversations

When looking for new partners and trying to build the funnel, initiating conversations is the most important activity that should be executed early in the engagement process. This can be done through calling prospects on the phone, sending out email messages, reviewing catalogs or industry specific publications, and so on. Networking events are also great ways to get the ball rolling to get contacts and help fill the funnel.

When trying to find the best contacts that could become new partners for the company, here are a couple of things to consider:

- Are you aware of the product offerings that Mitech provides their partners and can present it in a 30-second elevator speech?
- When talking to a potential partner, are the persons you're talking to decision makers for their company and if not, are they able to provide that information to us?
- Applying the information, you received from them, will they be a great fit for the company?

Conversations at this stage of the process shouldn't be exhaustive and long. Rather, they should be short and ones that take at most a couple of minutes of one's time. Remember, the idea here is to prospect and then follow-up on them later (which is the next phase of the model.

During the Prospecting Process

Now that you have some persons expressing interests in the opportunity to become a partner at Mitech Partners, LLC, what is the next thing to do? Naturally is to give them a call and reach out to them. However, one of the biggest challenges in this part of the process is to maintain contact with the prospects. It is very uncommon that you will get a sale on the first call. The goal is to keep in contact with them without coming off as pushy, desperate, or nervous.

Here at Mitech, the partner experience is extremely important to our business and we have developed a contact strategy that new sales team members and partners should use when trying to get new partners on board. Though results will vary as partners may be busier than others in comparison, here are some good rules of thumb for contacts:

- Always contact prospective partners at least twice a week but NO MORE than three (3) times a week by phone.
- With respect to email messages, unless communicating directly with the partner, contact them via this method no more than twice in a calendar week.

- Note: It is best to always contact prospective partners by phone FIRST and then email second. This is unless they prefer email and not phone calls.

When attempting and/or successfully making contacts with prospective partners, ALWAYS LEAVE DETAILED NOTES in the back-office file. That way the next time you interact with the partner, (or if someone else contacts them), they will be able to know what has been done.

After the Prospecting Process

Once the partners that were prospected become a part of the Mitech Partners, LLC family, it is important to keep in contact with them to ensure the solution provided not only met expectations but exceeded them as well. The communication after the fact will help gain trust in the company as well as provide an opportunity for us to provide additional services for them in the future and/or an opportunity for them to pass on new leads. In short, they become advocates of the brand and help spread good news about the company to others.

As part of our communication strategy, we will send out strategically-timed messages to partners periodically to ensure that we are there for them and are only a phone call or email away. Additionally, it is to offer opportunities to welcome new services we will offer and when appropriate, highlight new team members that have come aboard. Emails that are sent to the entire partner base are timed commonly once every couple of weeks to at most once a month.

Mitech Partner Support Strategy Playbook

In order to ensure that our partners have the best experience possible, we have developed a strategic playbook that all team members should follow with respect to partner support. The following steps should be taken when new partners join the Mitech Partners, LLC family:

- Initial Signup & Form Submission – Within One (1) Business Day Upon Sign Up
    - Generate and send out a welcome email to the new partner with the following documents within the ' welcome kit:'
        - MSP – Sales Partner Agreement (Docu-Sign PDF)
        - W-9 (1099) IRS Tax Form (Docu-Sign PDF)
        - Welcome to Mitech Family Document (PDF)
    - Creation of initial back-office login credentials once W-9 form has been received
    - Welcome phone call from sponsored Mitech Partners, LLC specialist
        - If a partner is referring a partner below themselves, they should follow a similar practice
- Follow-Up Email – Within One (1) Business Day After W-9 Is Received
    - Welcome to the team and provide encouragement and support
    - Provide back office credentials
    - Include and provide Document T-006 – Quick Start to Success Document (PDF)
    - Include partner on all applicable email lists (e.g. monthly & bi-weekly distributions)
    - Arrange for a follow-up call in two (2) weeks
- Game Plan Call – Target of Two (2) Weeks After Login Credentials Are Provided
    - Converse with partner on how they are doing and if they have any leads and/or new partners
    - Provide support and assistance with respect to helping them get their first client & sale
    - Ask if they need additional assistance or resources that are reasonable accommodatable
- Partner Review 1 – Target of 30 Days After Login Credentials Are Provided
    - Check on the ' health' of the partnership by reviewing back-office logs and if they have provided the company leads, sales, and/or new partners

- Provide feedback and assistance to the partner to help further grow their business
  - Give additional resources and/or support if requested
- Partner Review 2 – Target of 90 Days After Login Credentials Are Provided
  - Check on the ‘health’ of the partnership by reviewing back-office logs and if they have provided the company leads, sales, and/or new partners
  - Provide feedback and assistance to the partner to help further grow their business
  - Review performance to see if partner is positively contributing to the organization
- Partner Review 3+ – Target of 180 Days (6 Months) After Login Credentials Are Provided
  - Check on the ‘health’ of the partnership by reviewing back-office logs and if they have provided the company leads, sales, and/or new partners
  - Provide feedback and assistance to the partner to help further grow their business
  - Determine if the partner is positively sustainable in the organization and work with executive leadership to continue to end the partnership
  - Partner contacts will continue every 90 days from this point forward (or less/more frequent as deemed appropriate)

Note that any time, partners are welcome to contact the team at the home office for assistance or guidance. However, if no response is received from contact requests from partners that are joining the team, Mitech Partners, LLC reserves the right to terminate the partnership with justified and credible evidence. This is only in extreme cases where the brand may be placed in jeopardy and/or partners are completely unresponsive to comment, document, or other business-worthy requests.

Conclusion

Remember, it is very important to understand the Partner Engagement Model and why it is important to the success of Mitech Partners, LLC. As we reviewed, initially engaging with potential partners, following up with them, and taking care of them once the services have been installed are the three (3) core phases that the model goes through with each partner we talk to. Regardless it is over the phone or via an email message exchange, constant communication ensures that our partners aren’t just another number in the file. The benefits of using this strategy are virtually limitless because together everyone achieves more and we are one team with a dream envisioning partner success for everyone we take time to talk to.

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