

Deal Registration Guidelines



Introduction

The Illusive Deal Registration program is designed to enable Illusive partners who proactively identify sales opportunities to receive exclusive pricing and discounts on approved leads. In order for a Partner to earn a deal registration discount, the partner must submit the **Deal Registration Form**, comply with **Rules of Engagement** and follow the **Deal Registration Process**.

If you have any questions, please contact channel@illusive.com.

Rules of Engagement

- Partners may only register deals within the territories they are authorized to resell Illusive.
- Deal Registration applies to net-new and upsell business opportunities.
- The partner agrees not to introduce a competitive solution into the deal. If a partner chooses to bid a competitive product, Illusive reserves the right to support other resellers involved in the opportunity.
- Illusive will grant exclusive registrations for RFPs if a partner was specifically involved in the creation of the RFP and was fundamental in getting Illusive approved for purchase. If an opportunity is being registered in response to a general RFP, Illusive reserves the right to grant multiple partners similar pricing approval.
- Illusive reserves the right to market and sell to any potential customer in which a Deal Registration was either disqualified, expired or revoked based on non-compliance to the terms of the registration.
- Illusive reserves the right to alter, delete, or modify the deal registration guidelines at any time, at its sole discretion.

Deal Registration Process

- Submit the Deal Registration form at <https://illusive.com/partners/deal-registration>.
- The Partner will receive immediate acknowledgement of Deal Registration by the system.
- Within one week, the Partner and the Illusive Account Executive should have a call to discuss the opportunity to validate the Deal Registration.
- The Illusive Account Executive makes the decision to approve, reject, or delay Deal Registration. Upon approval or rejection, the Illusive CRM system will send an email notification to the Partner contact email.
- Once a Deal Registration is approved, the Partner has 30 days to facilitate an introduction between Illusive, Partner & Client where appropriate.
- Approved Deal Registrations are valid for 90 days and may be extended with approval by the Illusive Account Executive.

The screenshot shows a web form titled "Deal Registration Form" with the following sections:

- Lead Information**: A text input field for "Company Email*".
- Opportunity Information**: A dropdown menu for "Budget Approved*", a text input field for "Need/Project Description*", and a dropdown menu for "Project Time Frame (Expected Close Date)*".
- Partner Information**: Text input fields for "Company Name*", "Contact Name*", "Contact Email*", and "Contact Phone*".
- A green button labeled "Register A Deal" with a circular icon.