

# CLOUD AGENT PROGRAM

Benefits of Being an ESI Legal Partner



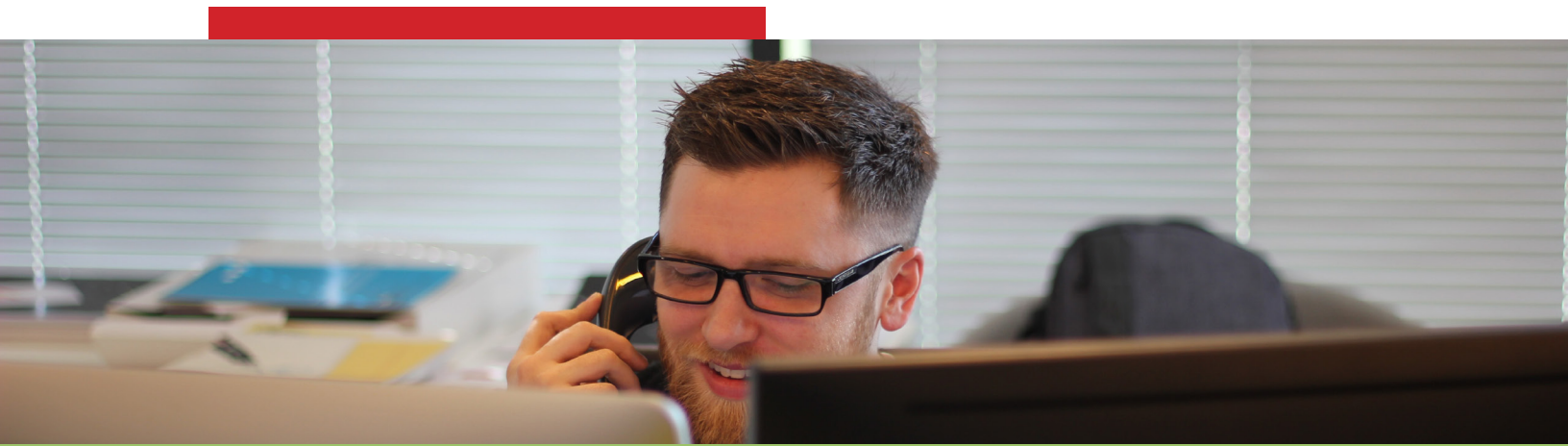
## Program Benefits

The ESI Legal - Cloud Agent Program is a great way to develop business opportunities, extend relationships, and earn ongoing revenue. Benefits of joining the program include:

- > Earn commissions as long as the company stays in the partner program.
- > Accelerate growth by enhancing your sales.
- > Elevate your offering with technology to complement existing products and better solve customer challenges.
- > Increase your market credibility.
- > Sales training and assistance from ESI.
- > Premium US-based product support.
- > Dedicated marketing and sales support.
- > An optional demo instance to facilitate product presentation (certification required).
- > Discount opportunity for your own phone system.

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ESI is proud of its success rate, closing 82% of qualified deals!



## Getting Started

The goal is straightforward – to achieve mutual success. The Agent and ESI will work closely together through the process until the qualified lead becomes a customer. Getting started with the ESI Agent program is simple:



### Step 1

Review, sign, and return the Cloud Agent agreement to ESI.

The agreement covers the general Terms and Conditions as well as an overview of Agent Commissions.



### Step 2

Pay the annual certification fee. \$150 annually as of 06/01/2021 (subject to change).

Program participation includes an account in the ESI Academy, which includes a variety of materials and information such as: online training, certifications for the hosted solution, data sheets, forums, tech support links, and more.



### Step 3

Start submitting qualified leads in the Cloud Agent Portal.

Once the agreement has been completed the Agent can start submitting leads.

## Commission

There is great opportunity to increase your portfolio and revenue stream, without requiring significant activity or having to learn another product. And the more leads and customer seats you bring to the program, the more commissions you can earn.

### Initial order closing bonus

- > Once a deal has closed and the client has paid, a 100% revenue bonus based on the amount booked for the first month is paid to you.

### Recurring revenue commission

- > Earn 20% (or more) based on the deal and the volume of business you have booked.
- > As your organization adds leads and seats, your annual commission rate will increase.
- > Rates are based on promotions the company offers, which varies with time.
- > Monthly recurring revenue (MRR) commissions are payable one month after customer receives their invoice.

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**For example:** if you sell a deal with MRR of \$5,000, you'll receive an initial bonus of \$5,000, and monthly commission starting at \$1,000!

If you have questions regarding commissions, please call 855-585-2455.

## Overview of the Cloud Agent Program

We have set up a simple and straightforward process to drive success and effectively manage and track leads from prospect through to customer status. As an ESI partner, your primary role is to gather leads. We will engage and support you through the rest of the sales and onboarding process.

### Your Role as an Authorized Partner

As our authorized partner, you will:

- > Find the lead.
- > Complete the Cloud Lead Registration and Certified Credit Check forms.
- > Submit to them ESI.

### ESI's Role – The Sales Process (with appropriate help from you along the way)

Then, ESI goes to work:

- > A dedicated sales team is available to assist you through the entire process.
- > ESI will develop a tailored demo to meet the requirements, needs, and goals of your customer. Some input and involvement we will need from you:  
*What features and applications to highlight.*  
*100% engagement to be sure your knowledge of the customer will help guide the demo.*  
*The length of the demo is tailored to the client's needs and respectful of their time.*
- > ESI will prepare and deliver a quote to the customer.
- > Once the customer agrees to move forward, ESI will obtain a signed order from the customer. The order allows ESI to move ahead, port numbers, and start the implementation process.

### ESI's Role – The Implementation Process (with appropriate help from you along the way)

- > ESI sets up a hand-off call and assigns a dedicated implementation specialist to oversee each project, so your implementation goes smoothly.
- > The network assessment is performed to assess your customer's network and recommend any necessary changes/enhancements they may need to ensure successful implementation.
- > A configuration call is set up between you, the customer, and the ESI implementation specialist to confirm all details and answer any questions.
- > If possible, you should be on-site for activation.
- > Once we confirm the activation the customer's number or numbers are then successfully ported over.
- > During a two-week engineering review period, ESI will monitor the system to make sure everything is running smoothly and make any necessary changes.
- > After the implementation is complete, we allocate a dedicated engineer to make sure everything is running efficiently.
- > Implementation Specialists work with your customer until the project is complete and the customer is trained.
- > And we have a follow-up QA/Survey to make sure we have done everything to make it a successful launch.
- > Once the customer is satisfied, the site is certified.



## About ESI

Since 1987 ESI has successfully provided telephone systems for businesses, including law firms and other professional service organizations.

ESI's systems are simple, intuitive, and uniquely integrated to provide customers with the highest support and service level. ESI provides a holistic engineered system that is built to be optimized around other ESI products.

### ESI is unique because:

ESI delivers an end-to-end communication experience from the desk phone to the desktop or any mobile device, delivering a single user experience across all devices and leveraging the advanced features of ESI hardware.

## How Do Law Firms and Companies Benefit from Cloud/VoIP?

With the changes in how technology is used, and the ongoing increase in remote work, phone systems must adapt like other technology and equipment to provide maximum flexibility and functionality. With so many new capabilities the phone system should be seen as part of a firm's tech stack, and no longer just as 'furniture'.

### ESI's cloud solution functions as the end users' service provider:

- > Managing and maintaining all aspects of voice service.
- > Monitoring and managing hardware and software in the secure ESI data center.
- > Enabling businesses to offload their day-to-day voice management and maintenance.

### Cloud-Based Unified Communications:

- > Allows companies to efficiently employ a remote workforce.
- > Delivers small businesses better options for their communications dollar, reducing IT infrastructure and operational expense.
- > Eases the technology burden involved with IT systems support and maintenance.







For questions regarding commissions, please call 855-585-2455

