



Registering Customer Prospects and Requesting Pre-Sales Services

LISTEN TO YOUR CUSTOMERS. IMPROVE YOUR BUSINESS.

Partner Opportunity Form

Please complete the CallMiner Partner Opportunity form for each of your customer prospects. Complete all required fields so your opportunity can be appropriately evaluated against any customer information data already in CallMiner's Salesforce.com database. Please note that you will receive notification *within 48 hours* of submission if CallMiner recognizes your position with this opportunity.

Completing the Opportunity Form

1. Complete the Partner Opportunity Form located here: <http://callminer.com/partners/partner-opportunity-form/>
2. Once the form is submitted, an e-mail will be sent notifying you the form was received
3. You will receive an e-mail response within 48 hours from one of our sales directors confirming if the registration was accepted (reasons for non-acceptance include already a customer or contract negotiation in progress)
 - a) If registration only is checked, no further action will be taken until further assistance is requested
 - b) Demo and test drive requests will be qualified based upon the following criteria:
 1. Enterprise level customer (> 100 agents)
 2. English is the primary language
 3. Call Center is in the United States
 - c) For a test drive, it is preferable the partner is the incumbent recording vendor
 - i. If the partner is not the incumbent vendor, you will need to obtain sample audio for the test drive

Ideal Success Criteria for Sales Opportunities

- **> 100 agents**
- **Language = North American English**
- **Access to client recordings**

Best Practices

- **Reduce additional language modeling tasks by starting with a single, supported language**
- **Reduce additional time and cost for audio integrations**
- **Keep the implementation simplified; try a phased approach to allow the client time to gain experience and understanding**

Product Demonstrations

CallMiner is pleased to offer sales services to our partners by conducting demonstrations of our product suite for their prospective customers. *The goal of our Product Demo is to expose customers to Speech Analytics.*

How do I request a *Product Demo* for a prospective sales opportunity?

Complete our Partner Opportunity form located here: <http://callminer.com/partners/partner-opportunity-form>

NOTE: It is important to complete the Industry and Business Objectives field on this form to identify which vertical market and operational use case(s) your client is targeting (e.g., Compliance, Customer Satisfaction, Sales Effectiveness, Quality Monitoring). This information will drive the appropriate presentation by our Solution Architect.



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Product Test Drives

Following the initial overview and demonstration, CallMiner is happy to provide potential clients with a free “Test Drive”. This provides a snapshot of the intelligence CallMiner Eureka gives out-of-the-box. Prospective customers will learn how fast Eureka will return value, recognize its ease of set-up, and better experience the day-to-day use of this speech analytics software when they see the result of applying Eureka Voice of the Customer Analytics to a representative sample of their own contact data.

A test drive **requires** a sample set of call recordings (between 500 and 1000 hours of audio) and the associated metadata. We will ingest your calls and metadata into CallMiner Eureka and demonstrate our findings.

How do I request a *Product Test Drive* for a prospective sales opportunity?

Complete our Partner Opportunity form located here: <http://callminer.com/partners/partner-opportunity-form>

NOTE: It is important to complete the Business Objectives field on this form to identify what operational use case(s) your client is targeting (e.g., Compliance, Customer Satisfaction, Sales Effectiveness, Quality Monitoring). This information will drive the appropriate analytics feedback by our Solution Architect.

Partnering for Sales Success

For both product demos and test drives, both CallMiner and the Partner have key responsibilities to achieve sales success:

Responsibilities of the Partner

- Coordinate timeline for presentation to customer
- Schedule presentation with your client; include your assigned CallMiner Sales Director
- Gather customer information and provide it to CallMiner Sales Director
- Coordinate preliminary discussion between customer and CallMiner Solution Architect (once assigned by CallMiner Sales Director) prior to presentation (as needed)
- Prepares slide deck or other presentation materials with CallMiner Solution Architect (SA)

CallMiner Responsibilities

- Sales Director contacts the partner for initial discussion of product need (identify client vertical, ROI, etc.)
- Sales Director identifies a CallMiner Solution Architect (SA) to conduct demo
- Solution Architect works with partner to determine any sales presentation materials needed prior to demonstration