



Sage Partner Advantage Programs



New Partner Programs

Sage Academy Plus

Three Options: Sales, Marketing, Consulting

Gain a competitive edge by learning to generate valuable leads, sell more effectively, and consult with confidence. Each of these sessions is led by industry experts who have a proven track record of helping Sage partners grow their businesses. Plus . . . reinforce your learning and execute effectively with immediate follow-up coaching, peer group calls, and the ability to earn back your investment!

Benefits

- One registration to a Sage Academy of your choice: Sage Sales Academy (SSA), Sage Marketing Academy (SMA), or Sage Consulting Academy (SCA)
- Instructor-led, monthly peer group calls with fellow Academy alumni to reinforce learning, share best practices, and build community
- Monthly one-on-one coaching with a professional coach for accountability and execution
- Includes \$1,000 in marketing funds to be applied toward various demand generation activities through Sage approved vendors
- Ability to earn back the full price of the academy; earn \$1,000 for each incremental new unit sale made during a 12-month period (up to \$2,000)

How to Participate

Partner investment fee of \$2,000. This six-month program begins on the first day of class for the academy selected.

FY13 and FY14 Academy Dates

Location	SSA: 3 days	SMA: 3 days	SCA: 4 days
Atlanta, GA	Oct. 15-17	Oct. 15-17	Oct. 14-17
Dallas, TX	Dec. 3-5	Dec. 3-5	Dec. 2-5
Irvine, CA	Feb. 11-13	Feb. 11-13	Feb. 10-13
Toronto, ON	Apr. 8-10	Apr. 8-10	Apr. 7-10

For more details, contact PartnerPrograms@sage.com or register at www.SageU.com.

Sage Partner Alliance Program

Sage Mid-Market Solutions is increasing the investment and focus on influencer channels, including the accountant and CPA community through the Sage Accountants Network (SAN). There are approximately 80,000 public accounting and bookkeeping firms in the United States and 6,000 in Canada. Become a member of the Sage Partner Alliance Program to receive SAN member alignments and create strong referral opportunities. This program requires annual partner recommitment and renewal.

Benefits

- SAN member alliance referrals, when available
- Referral marketing training webcasts with referral marketing experts

- Referral marketing tips, tools, and techniques to support you in your alliance efforts
- Quarterly content and templates to help you engage in meaningful dialogue with your alliances
- Alliance Workshop (see Alliance Workshop section for more details)
- And much more!

How to Participate

Partner must attend an online, instructor-led Alliance Workshop.

New Sage Partner Alliance members will be required to sign the annual Sage Partner Alliance Program contract. Existing members will also be required to sign the new contract to reconfirm their continued participation in the program.

For details on eligibility requirements or to be added to the interest list, contact: PartnerPrograms@sage.com

Alliance Workshop

Learn how to develop, market, and maximize your alliance program and develop a strong referral source. This new fast-paced interactive, online workshop will be facilitated by Geni Whitehouse, CPA, author, and industry expert. This workshop is open to all partners but is required for partners participating in the Sage Partner Alliance Program. The first Alliance Workshop will be held in October 2013. To reserve your spot now, contact:

PartnerPrograms@sage.com

Business Strategy Workshop (for Customers and Partners)

This interactive one-day workshop is dedicated to the possibility that even small organizations can create and execute meaningful strategic plans. Creating a well-defined strategy is hard work and not for everyone, as it requires us to begin to say “no” to stuff we usually say “yes” to. Ed Kless, senior director of partner development and strategy, will facilitate this workshop, which is applicable to customers and partners. Dates will be announced soon!

How to Participate

Partner registration fee is \$50. The workshop is free for customers and for partners who bring their customers.

For more information, contact: PartnerPrograms@sage.com

Weekly Sage Partner Podcast

Be in the spotlight through a weekly, five-minute Sage Partner Podcast! Sage will be selecting and interviewing partners who will share best practices around how they are growing their business and solving customer business issues. Podcasts will be posted and made available online.

How to Participate

Sign up by contacting: PartnerPrograms@sage.com

Cross-Sell Webcast Series

There are significant revenue opportunities within your existing customer base.

Learn how to identify these opportunities, position the right Sage solutions, and cross-sell effectively. Join the new monthly Cross-Sell Webcast Series starting September 2013. Details for registration will be made available prior to the first session.

Partner Programs

Firm of the Future

This two-day symposium is dedicated to the possibility that a professional organization can be run more effectively when it becomes a knowledge firm rather than a service firm. The Firm of the Future features Ron Baker of the Vera Sage Institute and Ed Kless, Sage senior director of partner development and strategy.

New! The Firm of the Future will include two Peer Group calls at 30 days and 90 days after the course to connect partners and share their business transformation progress.

Location	Dates
San Francisco, CA	Nov. 18-19
Chicago, IL	May 13-14
New York, NY	Aug. 12-13

How to Participate

Registration fee is \$2,000. To register, go to: www.SageU.com

Sage Academy

Three Options: Sales, Marketing, Consulting

Gain a competitive edge by learning to generate valuable leads, sell more effectively, and consult with confidence. Each of these sessions is led by industry experts who have a proven track record of helping Sage partners grow their businesses. The academies are three to four days, depending on the course.

How to Participate

Registration fee is \$1,000. Refer to the schedule in the Sage Academy Plus section. To register, go to: www.SageU.com

Sage ERP X3 Referral Program

Increase your company's earning potential with the Sage ERP X3 Referral Program. Recommend and earn commissions for Sage ERP X3 without incurring certification and authorization fees while maintaining focus on your core competencies. Earn 10% new license commission credit and 10% tier credit on referral leads that close!

How to Participate

Attend a one-hour Sage ERP X3 Referral and Sales Overview course and start referring customers. Get the details on Sage Sell at www.MySageSell.com or contact PartnerPrograms@sage.com.

Resources

Sage Sell

Currently available for Sage 100, 300, and 500 ERP and Sage ERP X3 partners, Sage Sell is a marketing and sales enablement website where you can download the latest sales and marketing resources (such as price lists, order forms, collateral, success stories, and so on), keep abreast of upcoming events, learn about the latest news on products, marketing, or channel activities—and direct questions to subject-matter experts. In addition, all channel communications will be catalogued and available for review at any time.

Go to MySageSell.com and register.

Sage City Online Community

Available 24 hours a day, seven days a week, and designed after the acclaimed idea-sharing event at Sage Summit, Sage City online is the new community for bringing Sage customers, partners, and employees together to share ideas, ask questions, and impart knowledge. See Sage City online in action for yourself and join the conversation online at: SageCity.NA.Sage.com

Questions?

Contact: PartnerPrograms@sage.com

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