

ring

# Partner Program Guide



Join our neighborhood

# Ring Partner Program

Simplicity. Flexibility. Choice.

Join the neighborhood and earn more with the Ring Partner Program.

Fuel your success with a winning combination of industry-leading solutions and support as well as generous incentives.

## Keep neighborhoods safe.

When you choose to partner with Ring, you join many of the world's leading organizations that rely on Ring as the global leader in video, lighting and security solutions - ensuring our customers' peace of mind, wherever they may be.

## Build your business.

Our partner-focused sales team is dedicated to creating a profitable program for your organization. Partners will benefit from joint marketing and lead generation programs to drive awareness and sales of our products and services.

## Be among the first to know.

All Ring Partners receive the latest product announcements and promotions through our monthly newsletter. In addition, Ring will provide regular sales and technical training to keep you up to date with the latest solutions.

## Ring's Partner Program Mission

**Creating better places to live, work and play because our partners help people protect their neighborhoods.**

Launching January 2020

## Why Partner with Ring?

The partner community is a key area of investment for Ring in the coming years.

The right portfolio of products to help installers serve their customers and help us all in our mission to reduce crime.

Financial incentives designed to reward you when you grow your Ring business.

Lead generation programs that help grow your business.

Marketing support, including market development funds you need to invest in the neighborhood.

Training and technical support to improve our partners' business success..

## Eligibility

To join and maintain membership in the Ring Partner Program you must meet the following requirements:

Purchase Ring products from Authorized Ring distributors.

Sells Ring products to end users only.

Exhibit extensive installation experience within market areas.

Display substantial experience selling related products and services.

Own a current client base that is likely to buy Ring products and services.

Demonstrate financial stability.

Keep an excellent reputation in the market.

Maintain certifications.

## Benefits

### Training and knowledge transfer.

Ring will provide basic training, technical training, and certifications to assure you and your team are up to date on the Ring portfolio of products and can provide the best customer experience. Ring's channel experts will deliver communications and training programs to ensure you stay current on the latest solutions and product updates.

### Partner updates.

Ring partners can obtain the latest sales and technical information via Ring's monthly partner newsletter.

### Marketing funds.

Qualified Ring partners will get access to market development funds (or in-kind support) designed to grow their business.

### Sales leads.

Premier Elite and Premier partners get priority access to sales leads.

### Partner promotion.

Members, Premier, and Premier Elite partners may use the Ring Partner Program logo and Ring certification logo for marketing.

### Ring channel account resources.

Premier Elite partners will have a dedicated Ring channel account manager, helping drive marketing and lead generations programs, close opportunities, and build business plans.

## Requirements

### Sales/Technical fundamentals certification.

To become a Ring partner you must employ individuals who complete, pass and stay current on Ring sales and technical certification requirements.

### Sales revenue requirements.

Ring partners must meet annual sales volumes to maintain Premier Elite, and Premier levels.

Learn more at [www.ringpartnerprogram.com](http://www.ringpartnerprogram.com)

# Ring Partner Program Levels

The Ring Partner Program is comprised of three levels - Member, Premier, and Premier Elite. As your business with Ring grows, and your organization meets their milestones, you will be eligible for increased demand generation support and dedicated channel sales resources.

Annual Revenue Requirements	Premier Elite	Premier	Member	Referral
Annual revenue	\$\$	\$	N/A	N/A

Skill Requirements	Premier Elite	Premier	Member	Referral
Training Accreditations	4	2	N/A	N/A
Certification – coming in 2020				

Best In Class Market Development Funds	Premier Elite	Premier	Member	Referral
Market Development Funds (or in-kind support)	\$\$	\$	N/A	N/A

Ring Partner Benefits	Premier Elite	Premier	Member	Referral
Dedicated Ring CAM	Yes			
Listing on Ring website/Partner locator for customer referrals	Yes	Yes	Yes	
Financial incentives	Yes	Yes		
Marketing opportunities (MDF and co-marketing programs)	Yes	Yes		
Exclusive partner programs and communications	Yes	Yes		
Sales collaboration	Yes	Yes		
Demo equipment/early release product access	Yes	Yes		
1-800 pre and post sales support, VP line for Premier Elite	Yes	Yes	Yes	
Web portal	Yes	Yes	Yes	Yes

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