

# Partner Opportunity Program (POP)

*The Partner Opportunity Program (POP) is a benefit of the APC by Schneider Electric Channel Program that provides eligible partners with pre-qualified leads.*

*By using a simple, standardized process, partners are able to accept and manage opportunities online via their Partner Opportunity Management Portal (POMP).*

## POP Objectives:

- Provide new business opportunities to partners
- Boost Channel partner profitability
- Deliver real value to partners who have invested in APC by Schneider Electric
- Augment internal sales resource by passing opportunities to partners

## POP Benefits:

- Incremental revenue
- Partners can view and manage their opportunities directly within Schneider Electric's CRM tool
- Provide partners with an opportunity to up-sell their services and other product offerings



### Partner Is Notified

- Email notification is sent to the partner
- Partner will log into their Portal to see new opportunities



### Partner Works the Lead

- Partner sends updates on status and activities about the opportunity through their Opportunity Management Portal

*• If no updates have been provided by the partner after 10 business days, time has expired. The opportunity leader can provide an extension or re-distribute the lead to another partner.*



### Partner Works the Deal

- Sales cycle
- Negotiation



### Partner Closes the Deal

- Partner enters the final value of opportunity as an update
- Partner provides a final closed status