

**Q4**

# First Time Sellers Incentive



## Program Overview

There's a first time for everything! And GoTo wants all of our Partners to get in the game selling any of our business communications or IT solutions!

If you've never sold one of our GoTo products before, now is the time to realize the benefits that these products bring to your customers and the increased revenue potential they can bring to your business.

## And in Q4 you can get rewarded for your first sale!

Already selling these great products? Check with your Partner Manager to see how those sales can add up to big payouts with our Large Deal incentive during H2!



## Payouts\*

Sell any GoTo product for the first time and get a one-time **\$1,000 USD** payout

Max payout per partner during promotion = \$1,000 USD

## Terms and Conditions

**Promotion Period.** The Promotion Period begins October 1, 2024 and continues through December 31, 2024. To count a Closed Deal within the Promotion Period, the customer must have signed paperwork before midnight on the last day of the Promotion Period. To count as a qualifying deal within the Promotion Period, the opportunity must have been created in Partner Exchange using the correct campaign code between October 1, 2024 and December 31, 2024. The participating Partner can not have sold either of the included GoTo products previously. GoTo reserves the right to reduce the duration of the Promotion Period on no less than 14 calendar days' advance notice.

**Eligibility.** Deals must be entered through Partner Exchange and have the '1STSELLER24' campaign code attached. Minimum term is 12 months, and \$1,000 ARR.

**Maximum Incentive Amount.** Maximum payout of \$1K to any one partner during the incentive period. All amounts paid to the Master Agent pursuant to the terms of your agreement. Contracted Reseller Partners must be set up as a vendor in GoTo AP system in order to be eligible to participate and receive cash payments.

**No Combination.** This incentive program cannot be combined with any incentive (other than the Multiplier) or similar offers provided by GoTo. Qualifying deals will only count towards one incentive calculation.

**Payment & Taxes.** Payment of any incentives will be made within 45 days of the end of the Promotion Period and will be paid in the same currency in which you generally receive your commission payments. You are responsible for all tax reporting and payment associated with the incentives. Deals must be both registered via Partner Exchange and closed within the Promotion Period. Closed deals must meet minimum seat requirements and/or contract values to qualify for any payout.

**Chargebacks.** GoTo may apply chargebacks for any deals that do not complete customer payment. For the purposes of this program, the "chargeback" amount is equal to the cash equivalent of the incentive provided (including taxes and shipping). This is in addition to any other chargebacks that may apply under your Authorized Agent or Master Agent Agreement with GoTo.

**Relationship to Agreement.** Incentives provided under this incentive program are in addition to, and will be paid separately from, standard commissions calculated under the Authorized Agent or Master Agent Agreement you have executed with GoTo. Contracted Reseller Partners must be set up as a vendor in GoTo AP system in order to be eligible to participate and receive cash payments.