



# WHY TO SELL & HOW TO SELL OPENGEAR

## Why Should You Sell Opengear?

Ensuring **NETWORK RESILIENCE** is a critical business priority for your customers. Opengear provides **secure remote access** to their networking equipment **ANYTIME**, from **ANYWHERE**, even when the primary network is down.

Our solutions help clients to reduce downtime, improve staff efficiency, lower remediation costs, and ensure business continuity.

Adding Opengear to every networking deal increases your commission and can earn you extra money in sales incentives!

## How Do You Sell Opengear?

### 1. Listen for the following phrases:

- Remote site / branch build out or refresh
- Data center build out or refresh
- Remote access to network equipment
- SD-WAN deployment
- NetOps automation
- Secure zero-touch provisioning

### 2. Ask the following questions:

- How do you manage your remote infrastructure when you can't have a person on-site?
- Do you have a plan and resources available to ensure uptime at all your data centers and remote sites?
- SD-WAN deployments introduce a single point of failure to your network infrastructure – the router. Are you interested in discussing a solution to greatly reduce the risk of crippling network downtime?
- How do you do initial provisioning, configuration management, and quick re-provisioning of your remote infrastructure after a downtime incident?

### 3. Bring us in to close the deal!

Contact us at [channel@opengear.com](mailto:channel@opengear.com), and we will get the right person to join your next call with your customer to explain Opengear, answer questions and close the Opengear portion of the deal.

**We do the heavy lifting ... and you earn more!**



# NET NEW CUSTOMER Sales Incentive

## Get an extra \$400 with Opengear!

Selling Opengear is as easy as attaching our solutions to any Cisco, Juniper, Arista & F5 sale.  
There are several ways to earn!

### Level 1

Earn \$50 when you set up a meeting and/or demo with an Opengear resource and your “net new” to Opengear end user prospect.

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### Level 2

Earn \$100 when you receive an approved deal registration resulting from the meeting/demo with the “net new” to Opengear end user above. If the deal registration is not approved, you still get the \$50 for discovering the opportunity.

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### Level 3

Earn \$250 when close an opportunity at or above the \$30,000 threshold with the approved deal registration.

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#### Terms and conditions:

- Opportunity must be net new revenue to Opengear. Prospect cannot be an existing customer.
- Promotion does not apply for ongoing opportunities.
- Open to all US & Canada Sales/Technical Reps.
- SPIFF to be split between Field Account Executive and support rep/team, if applicable.
- If there is not a support rep/team tied to the account, the Account Executive (account owner) will be paid the full SPIFF.
- Please notify your CSM once the meeting with the end-user has taken place, and when the deal registration is approved.
- Payouts will be made via Amazon gift cards at the end of the month.
- Valid from 1/1/2024 - 12/31/2024

Additionally, contact us at [channel@opengear.com](mailto:channel@opengear.com) for an **account mapping call** to earn a **\$50 Amazon gift card**.