

## Join Now: There's No Time to Waste

With tens of thousands of firms, the opportunities are endless. Join the Sage Partner Alliance today. Simply complete the Sage Partner Alliance enrollment form, agree to the requested commitments, and include a complete listing of the public accounting alliances you have now, if applicable, so we can register them in the Sage Partner Alliance database and invite them into the Sage Accountants Network program.

To enroll in the Sage Partner Alliance, you must commit to:

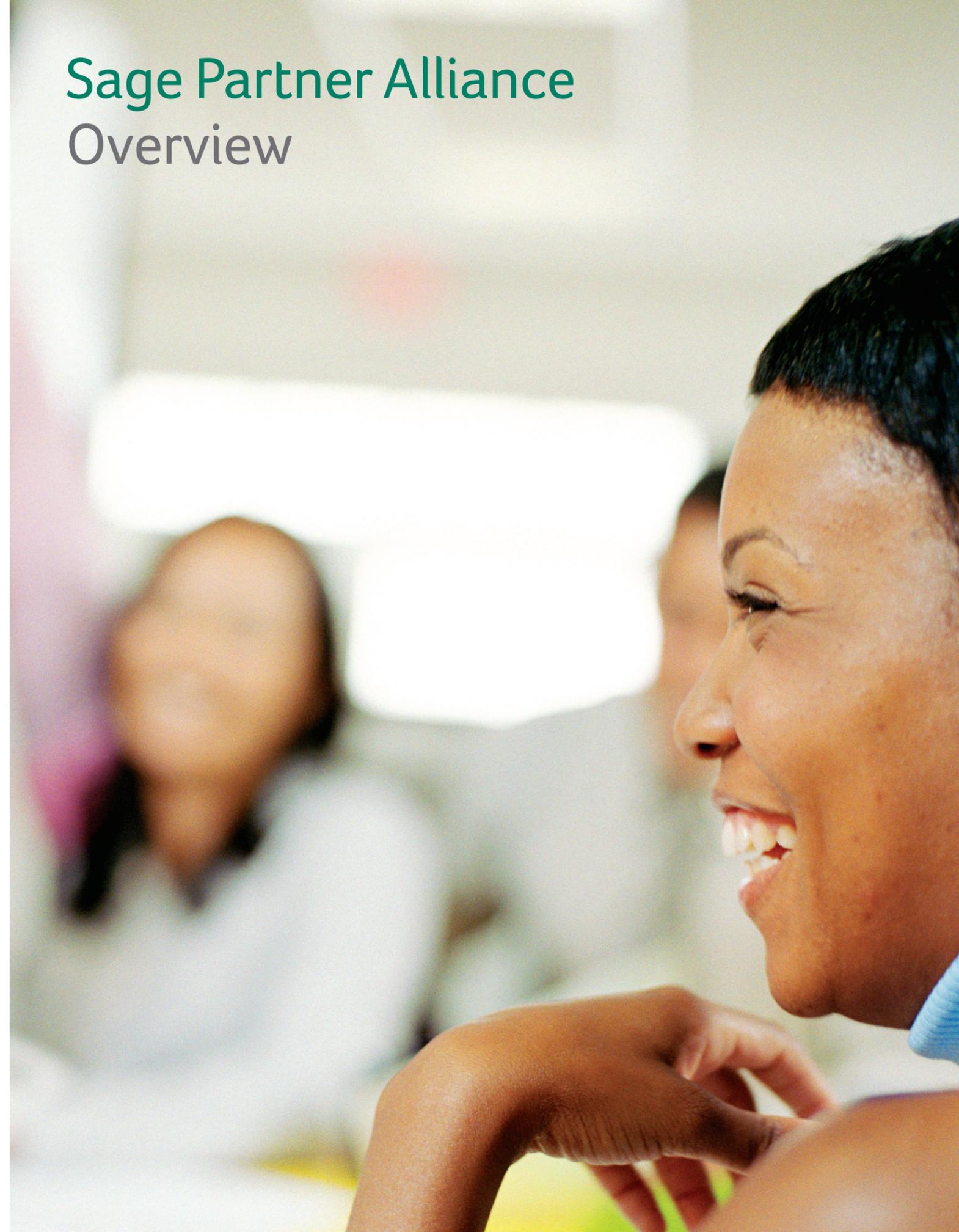
- Provide eight hours of complimentary consulting services over the course of 12 months from the original alignment date for new alliances.
- Recommit annually.
- Attend the Sage Alliance boot camps (live webcast).
- Attend the referral marketing webcasts.
- Contact Sage Accountants Network members that are aligned to your organization by email, phone or mail within 5 business days of receiving the alignment email notification.
- Meet with your Sage Accountants Network alliances quarterly, either in-person, over the phone, or a webcast, and document the results of the conversation.
- Provide outstanding service to Sage Accountants Network member alliances and their clients.
- Assist Sage Accountants Network member alliances and their clients with all Sage solutions, even those that you are not certified on, by either becoming certified for that solution or working with a certified Sage Business Partner or authorized consultant in the client's area.

**To get started today, email or call us for more information:**

[channelprograms@sage.com](mailto:channelprograms@sage.com)

1-877-920-9600

# Sage Partner Alliance Overview





## The Sage Partner Alliance

The Sage Partner Alliance provides members with support and assistance in developing local public accounting alliance relationships. Working in tandem with the Sage Accountants Network program, the Sage Partner Alliance provides a formal method for partners to register their existing alliance relationships, as well as the referrals received from Sage. In addition, partners will learn how to develop, market, and maximize an alliance program and develop a strong referral source. Conversely, they can also share their own knowledge with fellow alliance members in an effort to nurture Sage Accountants Network relationships.

Sage Partner Alliance benefits include:

- Alliance referrals to Sage Accountants Network members.
- Formal registration in the Sage Partner Alliance database for the alliances you currently have.
- Complimentary passes to your choice of three Sage Competitive Edge courses.
- Opportunities for joint participation with Sage in events that include accounting professionals.
- Ongoing referral marketing training webcast 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 boot camps.

## Alliance Opportunities Abound

There are approximately 80,000 public accounting and bookkeeping firms in the United States and 6,000 in Canada.

Sage customers rely on these trusted practitioners for advice on a broad range of topics— from tax and auditing to accounting and business management solutions.

These practitioners rely on relationships with other local consultants who offer complimentary services to provide their clients with the best possible experience.

We recognize the importance of encouraging relationships between our business partners and the thousands of accounting firms in North America interested in building technology alliances. We've actively been engaged with accountants for over 25 years.

Enroll in the Sage Partner Alliance and watch your business grow!

## Sage Accountants Network

### Extend Your Reach, Broaden Your Customer Base

The Sage Accountants Network is a network of public accounting firms, CPAs, and bookkeepers with fee-paying clients. Sage Accountants Network members enjoy a wide range of benefits that are enhanced by the successful relationships they can experience through alignment with a Sage Partner Alliance member.

Working in tandem with the Sage Accountants Network program, the Sage Partner Alliance provides a formal method for partners to register their existing alliance relationships, receive referrals from Sage, and learn how to develop and market a strong referral program.

Sage has partnered with the **Business Learning Institute** to deliver a world-class, transformative education curriculum designed to help business owners improve their performance and grow their business. Choose from live webcasts, half-day courses, and full-day courses in select cities in the U.S. and Canada. These programs will help professionals enhance their consulting, communication and advising skills.

As a Sage Partner Alliance member, you can assist Sage Accountants Network members in a number of areas, including:

- Support and training internally for Sage products.
- Implementation support of their clients' software, when applicable.
- Recommending Sage products available only through Sage Business Partners, when and if their clients choose them.

### So What Does a Successful Partner Do?

As you're thinking of ways to make the Sage Partner Alliance work for you, please consider the following recommendations:

- Appoint one high-level member of your staff as the primary contact for all Sage Accountants Network matters.
- Invest a target of \$500 to \$2,000 per quarter in accountant-related activities that can expand business for your firm.
- Regularly (once a month) contact your Sage Accountants Network prospects as well as each accountant with whom you're aligned through direct mail, newsletters, phone calls, email, or fax.
- Provide local product-related (pre-and post-sales) support and training for each of your accountant alliances.
- Invite your accountant alliances to participate in client meetings.
- Proactively communicate the status of each client's progress to the referring accountant.
- Offer your accountant alliances a method to earn income from each client implementation either by offering a referral fee, billable work, such as project review, pre-project needs analysis or participation in the implementation, or whatever is desired by the accountant alliance and allowable by the associated state and national board governing the accountant.
- Provide your accountant alliance and their clients with the best possible proposal by proactively promoting the use of any pass-along rebates or discounts that their Sage Accountants Network membership provides them.
- Enter into an alliance letter of agreement with each accountant alliance outlining the terms of any recommendation strategy.
- Attend local events where Sage is present—trade shows, conferences, seminars, etc.— and encourage your Sage Accountants Network alliances to attend.
- Ensure that each new Sage Accountants Network member you recruit is aligned with you through the Sage Partner Alliance database.
- If you are a CPA or accounting firm, consider using a non-compete letter outlining your commitment assuring them you will not accept compliance or tax work from any of the clients they as Sage Accountants Network members refer to you.
- And finally, commit to start working with your accountant alliances immediately.

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