



find your space

Connect with Plantronics

Introducing the Plantronics Partner Programme

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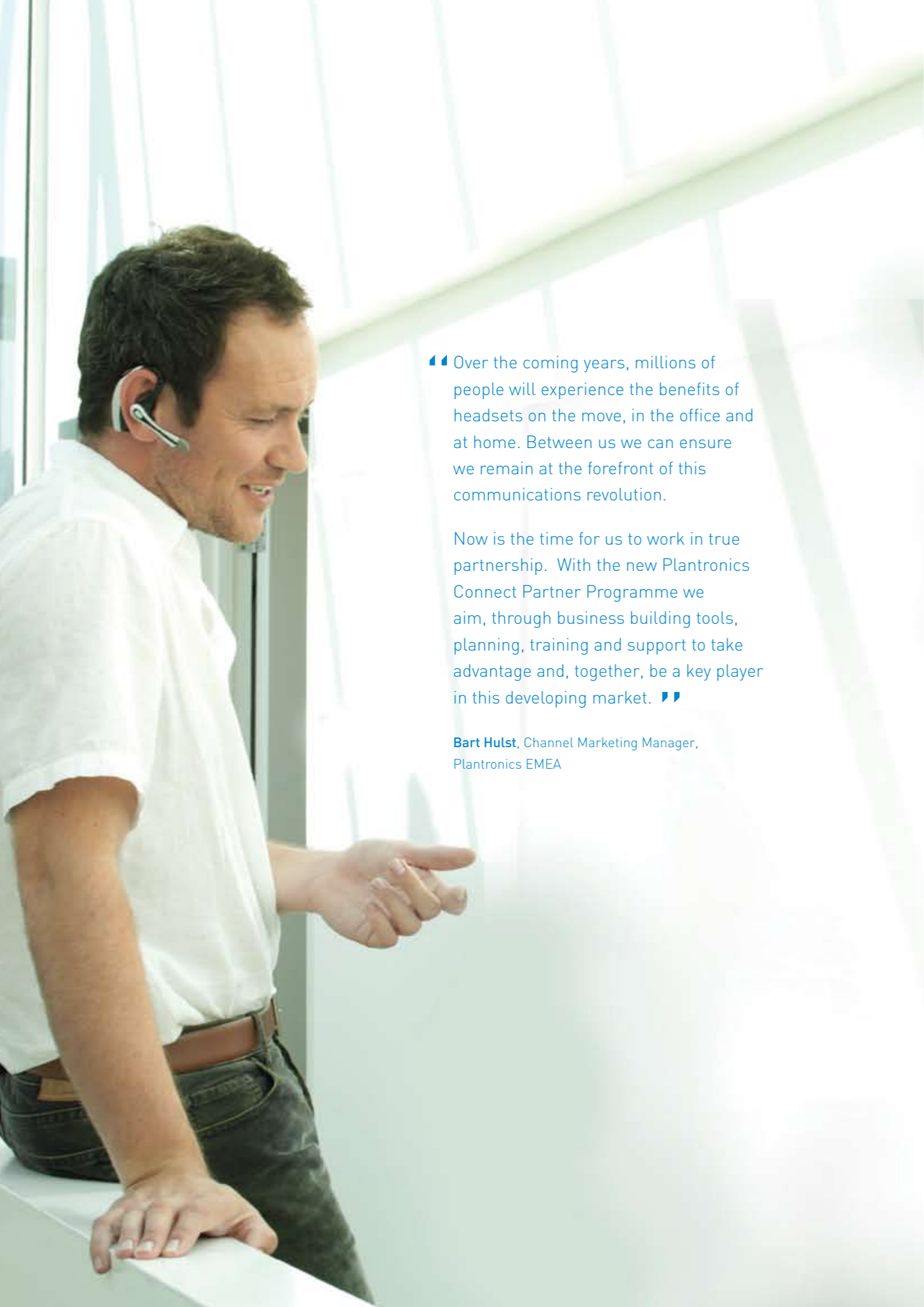
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PLANTRONICS PARTNER PROGRAMME

 **PLANTRONICS**
SOUND INNOVATION™



“ Over the coming years, millions of people will experience the benefits of headsets on the move, in the office and at home. Between us we can ensure we remain at the forefront of this communications revolution.

Now is the time for us to work in true partnership. With the new Plantronics Connect Partner Programme we aim, through business building tools, planning, training and support to take advantage and, together, be a key player in this developing market. ”

Bart Hulst, Channel Marketing Manager,
Plantronics EMEA



Let's build business together

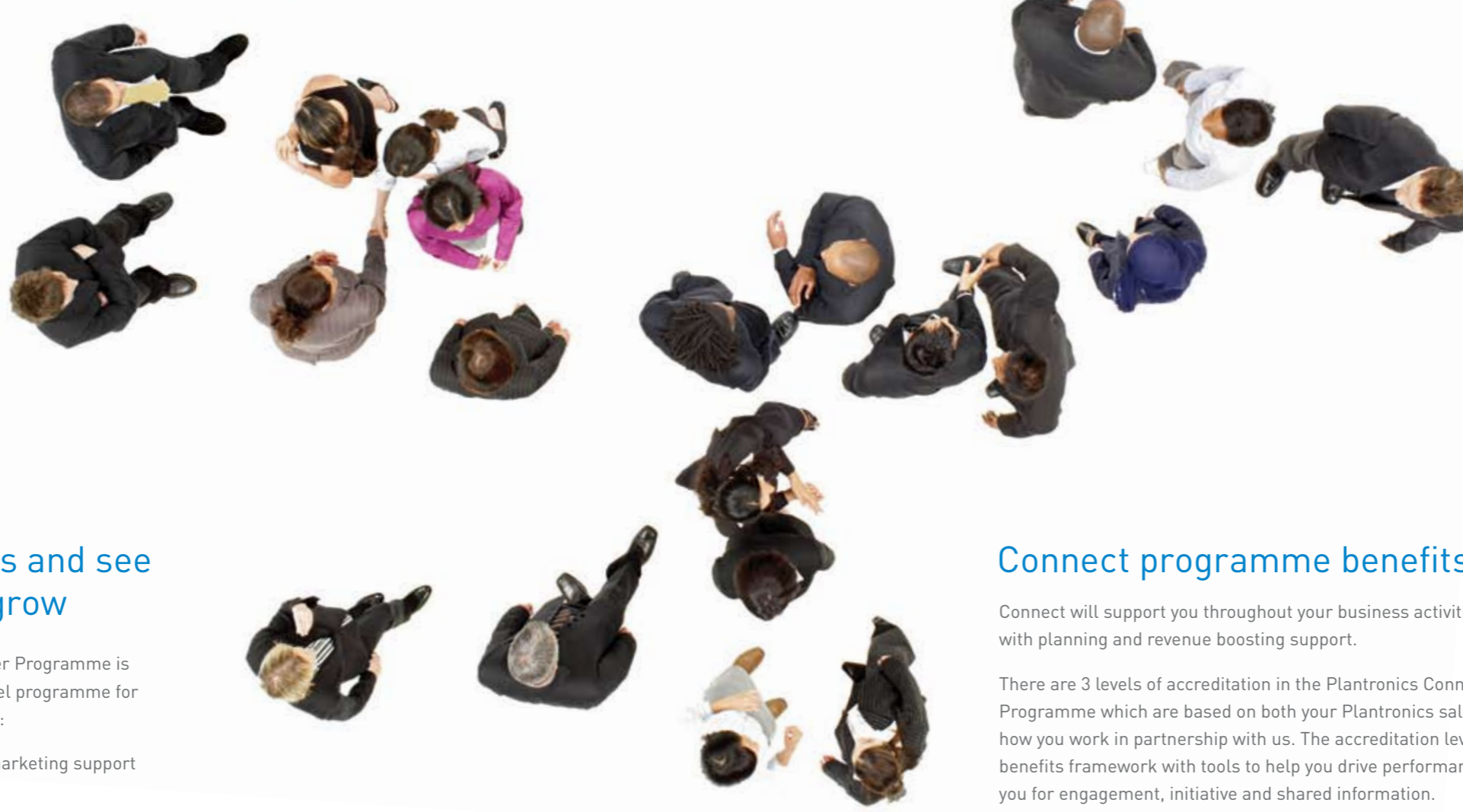
It is an exciting time for the potential of our combined businesses.

Communications – via traditional phones, mobiles, internet telephony, computers and audio visual – are at the centre of business and leisure activities. The competitive and busy world we live in necessitates the need to balance work and home life, exchange information faster and be contactable at all times.

Plantronics headsets help you achieve this. Providing total freedom, comfort and flexibility, they enable you to multi-task and communicate wherever and whatever you are doing. We are entering a new era, where headsets – rather than being specialist business accessories – will become part of everyone's life.

This year Bluetooth phone sales are forecast to hit 400 million units worldwide which translates to a huge potential for Bluetooth headsets sales. In addition to this, headset utilisation in contact centres, adoption into the larger wireless office environment plus the growth in internet telephony – across business and home – brings increased revenue opportunities.

To ensure we maximise this, Plantronics – the leading headset manufacturer – is inviting partners to work closely with them and develop business together.



Partner with us and see your revenue grow

Plantronics's Connect Partner Programme is a comprehensive new channel programme for our valued partners. It offers:

- dedicated product and marketing support
- technical advice
- demonstrations
- training
- regular communications
- business funds
- demand generation campaigns
- incentives

Through a clear, simple framework the Plantronics Connect Partner Programme works with you to enhance your skills and expand your share of the existing and untapped headset market.

We're listening

This is a journey we will make together. We want to understand you more, in order to shape and build programme elements that grow and reward your business to its full potential.

The programme is and will continue to be, through constant development and added services, tailored to enable you to work with Plantronics in the way that you want.

Connect programme benefits

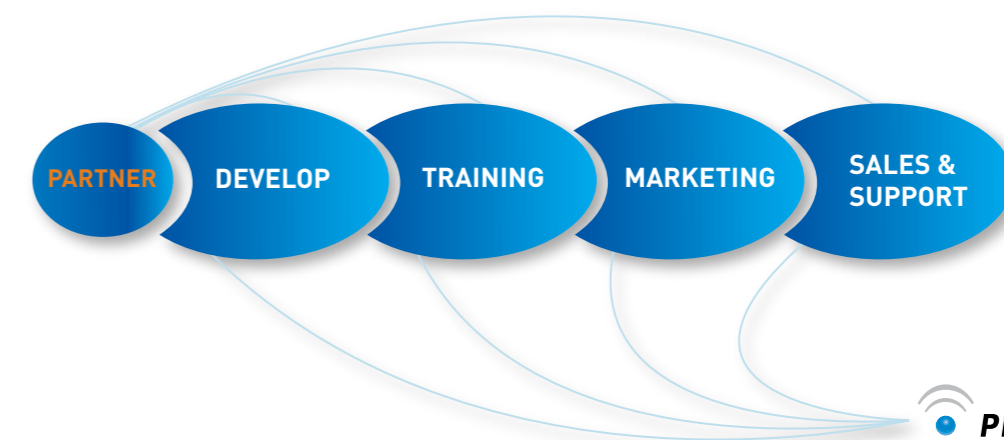
Connect will support you throughout your business activities, providing you with planning and revenue boosting support.

There are 3 levels of accreditation in the Plantronics Connect Partner Programme which are based on both your Plantronics sales revenue and how you work in partnership with us. The accreditation levels provide a benefits framework with tools to help you drive performance and reward you for engagement, initiative and shared information.

Whether you are a Premium Partner, Certified Partner or Partner level, Connect offers a clear roadmap for success and a direct connection with Plantronics.

Supporting you at every stage

The Connect programme supports you at every level of your sales development cycle from lead generation right through to sales support so we're always working towards the same goal – growing your business.



Working together to grow your business

Business development and sales support

- Plantronics account management – personally assigned support for you
- Project and pre-sales support – by telephone and in person
- Business and marketing plans – in template format for easy use
- Campaign participation – take part in Plantronics campaigns and/or receive leads from Plantronics
- Demand generation funds – apply for funds to support your marketing or promotional activities (premium partners only)
- Demonstration and sample products – for your internal education and for customer showcase
- Incentives and loyalty initiatives – to drive and reward your sales effort

Ongoing communication

- Monthly newsletter – features the latest Plantronics information
- Pre-launch product information – learn about new Plantronics products prior to their launch
- Industry knowledge – white papers and research findings to keep you abreast of 'what's going on' in our market place
- Exclusive invitations – to exhibitions and events
- Connect partner event – updates and programme development shared with you at regular forums

Sales and marketing resources

- Partner portal access – extensive information to support your sales and marketing requirements
- Online collateral builder – customise Plantronics collateral with your logo and contact details
- Marketing content – images, text, and approved copy for your own communications
- Product information – product data and specification sheets
- Sales aids – presentations, user guides, catalogues, sales tools
- Case study service – let us help you turn top sales into case studies
- Direct marketing toolkits – quick reference/selection guides and seasonal campaign material in easy to use formats
- Enhanced compatibility guides – fastrack information
- Trade show material – loan or purchase exhibition display stands

Training and certification

- Training – face-to-face and online
- Sales and technical training – enhance your knowledge
- Partner accreditation – different partner levels
- Partner plaque – premium partners
- Partner certificate – certified partners
- Partner logo – all partners

Your benefits may include some or all of the above depending on your level of accreditation.





Partner development

In addition to the benefits and tools you will receive as a valued member of the Connect Partner Programme, Plantronics will work alongside you to enhance your marketing and sales plans.

Joint business and marketing planning can help us understand each other better and focus on activities together to maximise revenue.

This may include investigating and exploring new vertical markets, tailoring and targeting joint communications or identifying and visiting new customers together.

What's key is our partnership. Together we will develop the required activity to achieve best results.

Service and care

In addition to working with you and providing tools to assist revenue growth, Plantronics offers partners – and in turn your customers – exceptional after sales support for peace of mind.

- Customer care hotline for prompt, hassle-free service
- Priority access to technical assistance and guidance for up-to-date information so you can keep your customers satisfied
- Industry leading warranties to extend the life of your customer's headset

Connect at your level

Depending on your initiatives, investment and target revenue there will be varying levels of support open to you.

The Connect programme contributes to your success across every stage of your business – whether you have just started to sell headsets or they have become an integral part of your value proposition to customers.

Unlike other partner programmes, movement from one Connect accreditation tier to the next is not solely based on revenue figures. Connect also rewards you for gaining new knowledge, delivering customer feedback to Plantronics and pushing the boundaries of conventional marketing and sales activities. As you work more in partnership with us, across these disciplines, your tiering and benefits will be aligned to reflect this.

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PLANTRONICS PARTNER PROGRAMME

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SOUND INNOVATION™ | PREMIUM PARTNER

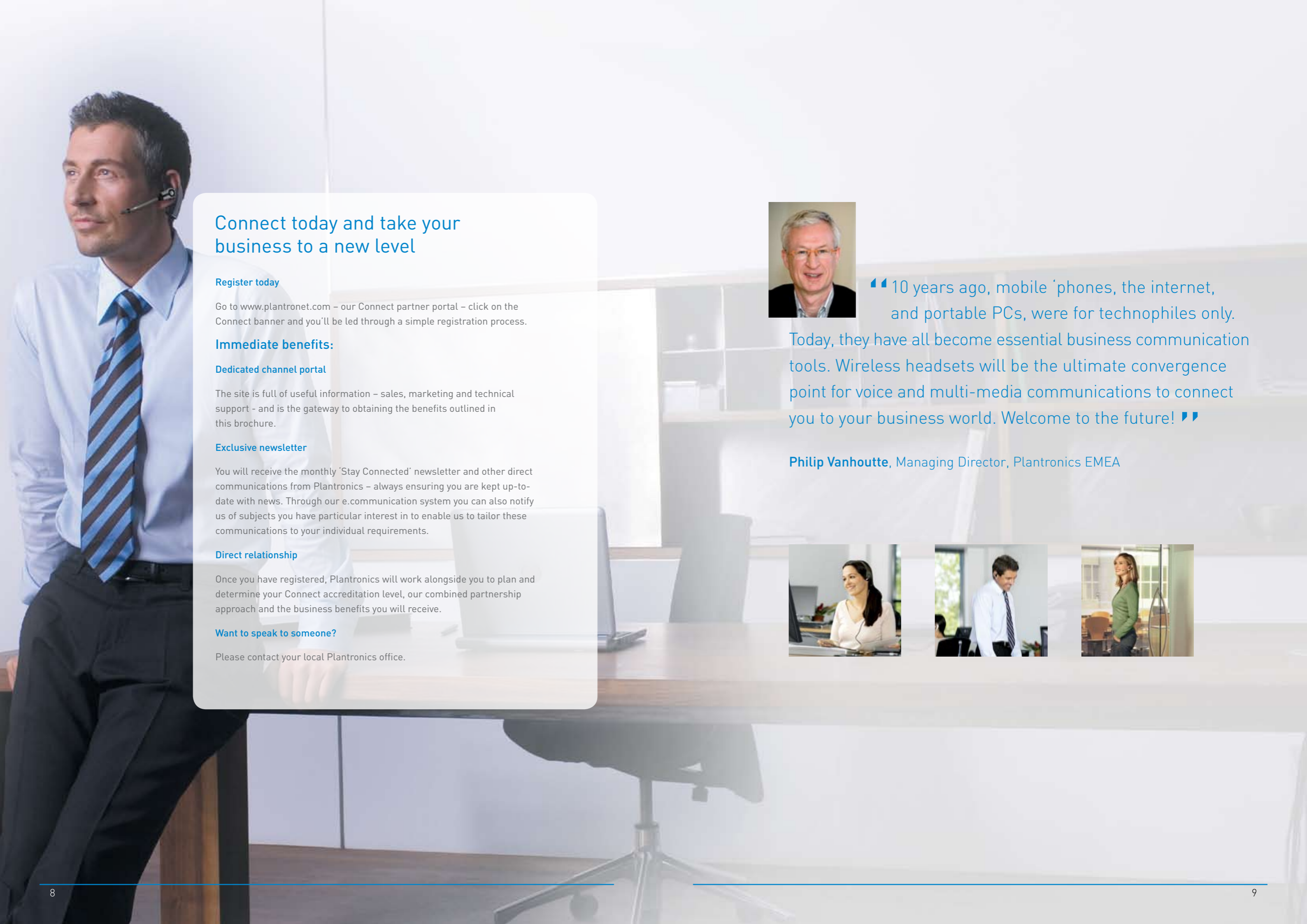
 **PLANTRONICS**
SOUND INNOVATION™ | CERTIFIED PARTNER

 **PLANTRONICS**
SOUND INNOVATION™ | PARTNER

So are you ready to make the connection and reap the rewards?...

To take advantage of Connect, Plantronics requires partners in each tier to meet various standards of participation. The first of these is the completion of a partner profile, a form that enables us to understand your business and your goals. This is vitally important as it helps us best tailor our services to support you.

Connect at the web. No matter what you need, you'll have one central resource – the Connect portal @ www.plantronet.com



Connect today and take your business to a new level

Register today

Go to www.plantronet.com – our Connect partner portal – click on the Connect banner and you'll be led through a simple registration process.

Immediate benefits:

Dedicated channel portal

The site is full of useful information – sales, marketing and technical support – and is the gateway to obtaining the benefits outlined in this brochure.

Exclusive newsletter

You will receive the monthly 'Stay Connected' newsletter and other direct communications from Plantronics – always ensuring you are kept up-to-date with news. Through our e.communication system you can also notify us of subjects you have particular interest in to enable us to tailor these communications to your individual requirements.

Direct relationship

Once you have registered, Plantronics will work alongside you to plan and determine your Connect accreditation level, our combined partnership approach and the business benefits you will receive.

Want to speak to someone?

Please contact your local Plantronics office.



“ 10 years ago, mobile 'phones, the internet, and portable PCs, were for technophiles only. Today, they have all become essential business communication tools. Wireless headsets will be the ultimate convergence point for voice and multi-media communications to connect you to your business world. Welcome to the future! ”

Philip Vanhoutte, Managing Director, Plantronics EMEA

