

# HighTower PRO Partner Program

Profit, Resource, & Opportunity (PRO) Program

HighTower is proud to be one of the longest standing and most experienced Sage Value Added Resellers. Let our experience and reach help you grow your practice and generate recurring revenue. Check out what HighTower's PRO Partner program can do for you!



## Profit

Enjoy more profit than you would if you were an independent Sage reseller. Also get special offers on Authorized Training Center classes.



## SEO

Take advantage of our search engine positioning. By being listed on our site, you will only be a few clicks from first page search results!



## Resource

As a PRO partner, HighTower offers you access to training, support, and marketing materials to help ensure your success.



## Local Leads

Whatever your location, HighTower will send you local client leads, allowing you to provide the great service your customers expect.

*"HighTower provides an effortless point of connection that builds, sustains and supports me to take my practice to a higher level while providing a true sense of belonging in the Sage community."*

- Lisa Kern  
Simple Solutions, L.L.C

## ✓ No Certifications Required

Save the cost and time it takes to remain certified. Did you know that by March 2012, multiple certifications will be required for a reseller to provide support?

## ✓ Fewer Sales? Keep More \$\$!

If you are a Bronze, Silver, or Gold level Sage Partner, then the HighTower PRO Partner Program was designed for you. You'll get more margin on software and maintenance, and have lower selling goals to "level up" to the next tier.

## ✓ No Membership Fees

HighTower pays your \$500 SAA Member Program fee and provides a safe haven for your customers. HighTower also has less stringent participation requirements.

## ✓ Year-End Bonuses

Sales Awards are given out based on HighTower PRO Partner tier levels. The top sales in each tier will get a bonus.



Authorized Partner



Development Partner

**GOLD**

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## Benefits of a HighTower PRO Partnership

<b>Discounts on Software</b>	Tiered discounts - up to 46% discount on software - Both HighTower and Sage!
<b>More margin, lower sales requirements</b>	Earn more through higher discounts. Earn faster through lower tier requirements!
<b>Free HighTower Enhancements</b>	Get all of HighTower's enhancements, unrestricted for internal use
<b>Authorized Training Center Discounts</b>	Offer your clients training at full rates: You get 20% off (3 person per class minimum)
<b>On-Site or Online Training</b>	Get training at discounted rates (\$155/hr)
<b>Your own page on our web site</b>	You edit the content. Also, a map page for prospects to find you!
<b>Take advantage of our search rank</b>	By being on our site, you are also listed high in search rankings.
<b>"PRO Partner" link on hightowerinc.com</b>	A Partner link on all HighTower pages means that visitors are only 2 clicks from you!
<b>Web Link exchange</b>	Help the ranking of your web site by exchanging links with HighTower
<b>1 Marketing Campaign per year</b>	Co-branded. Offer HighTower Enhancements, Sage specials, & MAS modifications
<b>Monthly Sales/Tier report</b>	See where you are (revenue), and how far you need to go to reach the next tier

## HighTower PRO Partner Program Levels (vs Sage Partner Program)

Level	Partner Program	Sage Software Discounts (Product / Maintenance)	Sage Software Sales Reqs	HighTower Enhancements	ATC Training Discounts	On-Site/Online Training	Link Exchange (SEO)	Inbound Marketing <sup>3</sup>	Outbound Marketing
Bronze	HighTower PRO	26% / 6%	\$0-10k	FREE <sup>1</sup>	20% off <sup>2</sup>	@\$155/hr	Yes	Landing page+	1 campaign/yr
	Sage	25% / 5%	\$0-20k	no	no	n/a	no	no	yes
Silver	HighTower PRO	36% / 11%	\$11-20k	FREE <sup>1</sup>	20% off <sup>2</sup>	@\$155/hr	Yes	Landing page+	1 campaign/yr
	Sage	35% / 10%	\$20k-64k	no	no	n/a	no	no	yes
Gold	HighTower PRO	46% / 16%	\$20k+	FREE <sup>1</sup>	20% off <sup>2</sup>	@\$155/hr	Yes	Landing page+	1 campaign/yr
	Sage	45% / 15%	\$32k/\$64k†	no	no	n/a	no	no	yes

<sup>1</sup> PRO Partners receive the full suite of HighTower's MAS 90/200 enhancements for unlimited internal use. <sup>2</sup> Classes must have a minimum of three total participants. <sup>3</sup> HighTower PRO Partners receive a partner-managed landing page on the HighTower web site, and are also included on a map-driven "reseller locator" section of our web site. † Sage Gold Level requires \$32k of new sales and \$64k of total sales.

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