



2024 CROSS-SELL INCENTIVE PROGRAM

Reap rewards, drive Appspace success

Unlock extra earnings by connecting our customers with the Appspace solutions they need.



As an Appspace Customer Success Manager, you understand our customers better than anyone – and their evolving needs are golden opportunities. Help them unlock the full power of Appspace, earn substantial rewards, and propel our company's growth with this exciting incentive program.

What's in it for you?



Cash in on your insights:

Get paid for every qualified demo, POC, and successful cross-sell you generate.



Up your earning potential:

Rewards stack up throughout the sales cycle, turning your customer knowledge into serious cash.



Fuel your success:

Directly impact the growth of Appspace and celebrate alongside the team as we reach new milestones.

Learn more at appspace.com/csm-cross-sell

Program at a glance

1. Spot the potential

Identify new buyers, departments, or initiatives that could benefit from additional Appspace solutions within your accounts.

2. Enroll your customer

Complete the [online form](#) to get started.

3. Connect and qualify

Create an opportunity based on the instructions below and introduce the customer contact to your Appspace AE for further discovery and qualification alongside you.

4. Get rewarded!

- \$100 when a qualified product demo takes place for a solution the customer currently doesn't have. This is signified by the opportunity moving to the Qualified stage.
- Another \$100 when a POC/trial is initiated
- \$300 bonus when the deal closes for over \$10k ARR!



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Opportunity creation process:

For leads:

- Utilize the lead conversion process to create the opportunity.
- Assign the opportunity to the Account Executive (AE) upon lead conversion.
- Ensure that upon lead conversion, you associate the opportunity with an existing customer account instead of creating a new one.

For existing contacts:

- Create the opportunity directly from the contact, rather than the account, to preserve campaign association for reporting purposes.
- When creating the opportunity, add the same customer contact you submitted on the form as the primary contact on the opportunity.

Note: If you are unsure of any of these steps, please reach out to Masha Utkina for assistance.

Program rules:

- **Eligibility:** Open to all current Appspace Customer Success Managers (CSMs).
- **Valid opportunities/leads:** Opportunities must be new (not previously pursued leads or opportunities created in the past 12 months).
- **Valid solutions:** must be a net new solution that the customer is not currently using.
- **Salesforce documentation:** Ensure the opportunity is logged in Salesforce with "Customer Success Generated" as the lead source.
- **SPIFF application:** Submit the online form at appspace.com/csm-cross-sell to enroll your customer and get credit for your actions.
- **Payment:** Expect payment within 60 days of achieving milestones, subject to leadership approval.

FAQ:

Q: What if I'm unsure if an opportunity qualifies?

- A: Reach out to your regional leader for guidance.

Q: Can I earn rewards on multiple opportunities at once?

- A: Absolutely! There's no limit to your earning potential.

Q: When does this program end?

- A: This program is valid for all wins occurring in 2024.

Let's unlock Appspace's growth potential together!

For questions or support, please contact Mike Hicks at michael.hicks@appspace.com

Learn more at appspace.com/csm-cross-sell

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