

GLOBAL PARTNER *program* OVERVIEW

READY TO START CONNECTING?

Are you a consultancy delivering sales and marketing programs, a CRM systems integrator, an agency running research or enterprise feedback programs, or a complementary SaaS provider?

For all of these business types, Clicktools adds value to your existing offerings with **the industry's most powerful, yet flexible solution** for creating surveys, scripts, and forms. As a Clicktools partner, you can expand your product and services suite to reach a broader customer base, increase deal sizes, and upsell current clients with new capabilities.



PARTNERING WITH CLICKTOOLS: A WIN-WIN-WIN SITUATION

Clicktools develops the leading solution to **collect**, **centralize**, and **act** on customer interactions, leveraging the power of CRM. As Clicktools partner, you offer your clients a

SaaS application that helps them improve customer experience by capturing and responding to feedback across their marketing, sales, and support functions.

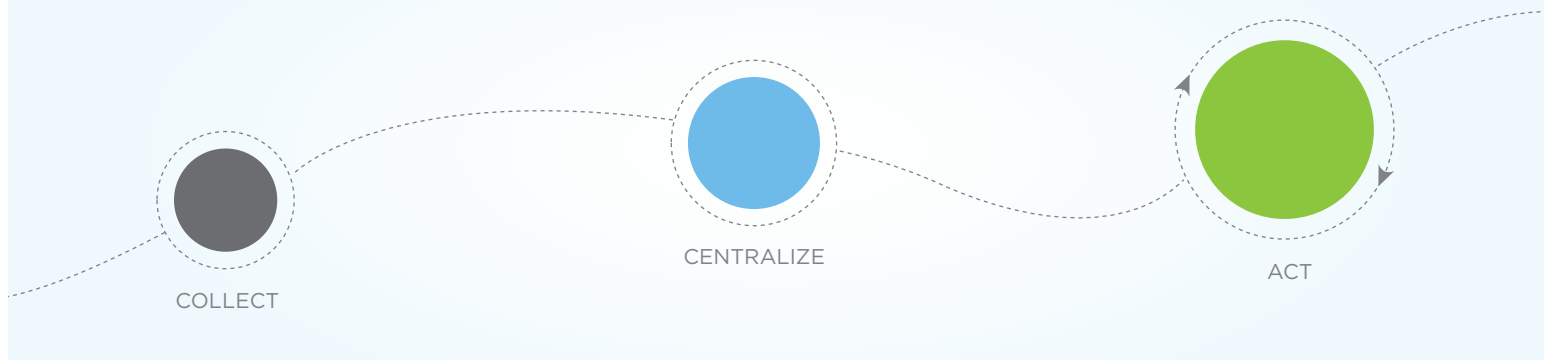
CLICKTOOLS ENABLES ORGANIZATIONS TO:

- **COLLECT** customer information through surveys, scripts, and forms.
- **CENTRALIZE** the data in any leading CRM system.
- **ACT** on the insights automatically to deepen customer relationships.

With every Clicktools solution you sell, your business wins and, of course, we join you in that victory. But who else wins? Your customers do. As they improve customer experience all along the customer journey, they deepen their relationships and earn more loyal, happy, repeat clients. It is you they'll thank for the boost to their bottom line - truly a win-win-win situation.

PARTNER PROGRAM INCLUDES:

- Sales Training
- Product Training
- Partner Orientation & Onboarding portal
- Dedicated Partner Manager
- Technical Support
- Sales Support
- Sales Presentation
- Opportunity Registration
- Demonstration Account
- Free Trial Accounts
- Partner Newsletter
- Customer Testimonials



CLICKTOOLS COMMITS TO PARTNER SUCCESS

The Clicktools Global Partner Program provides the infrastructure, tools, resources, and support to enhance your service portfolio and increase revenue. This program has been designed to support a collaborative relationship and allow you to take advantage of an easy revenue stream.

AS A MEMBER OF THE CLICKTOOLS GLOBAL PARTNER PROGRAM, YOU BENEFIT FROM:

- Competitive rebates on Clicktools' market-leading software
- A dedicated program manager to assist in your sales process and provide resources for effectively positioning Clicktools
- Joint marketing programs that articulate added value to your prospects and customers
- Technical resources to help you sell, implement, and support Clicktools solutions
- Training and education including accreditation in selling and implementing Clicktools solutions
- Assurance that your customers will receive excellent service



APPLY TO BE A PARTNER

To begin the process of becoming a Clicktools partner, please visit www.clicktools.com/partner-app. Submitting the online form will enroll you in the program and allow us to create a demo account for your organization. Expect to hear from us very soon with your new account, Partner Identification Number, and a link to the Partner Portal, where you may register new Clicktools opportunities.

If you have questions, please send an email to partners@clicktools.com. We are happy to provide further details and discuss program specifics.

ABOUT CLICKTOOLS

Clicktools develops cloud applications that integrate with CRM to help businesses better understand and serve their customers. Since 2001, companies have relied on Clicktools' flagship offering, SURVE, the premium survey software for business, to integrate customer feedback in CRM. Syncfrog, Clicktools' low-cost, intelligent data loader, empowers non-technical users to centralize data from multiple cloud applications. Clicktools is owned by Callidus Software Inc. (NASDAQ: CALD), which operates as CallidusCloud®, the leading provider of sales and marketing effectiveness software.

Learn more about becoming a Clicktools Partner.

US: 1-800-774-4065 | UK: 0800 0432587
partners@clicktools.com | www.clicktools.com

CLICKTOOLS
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