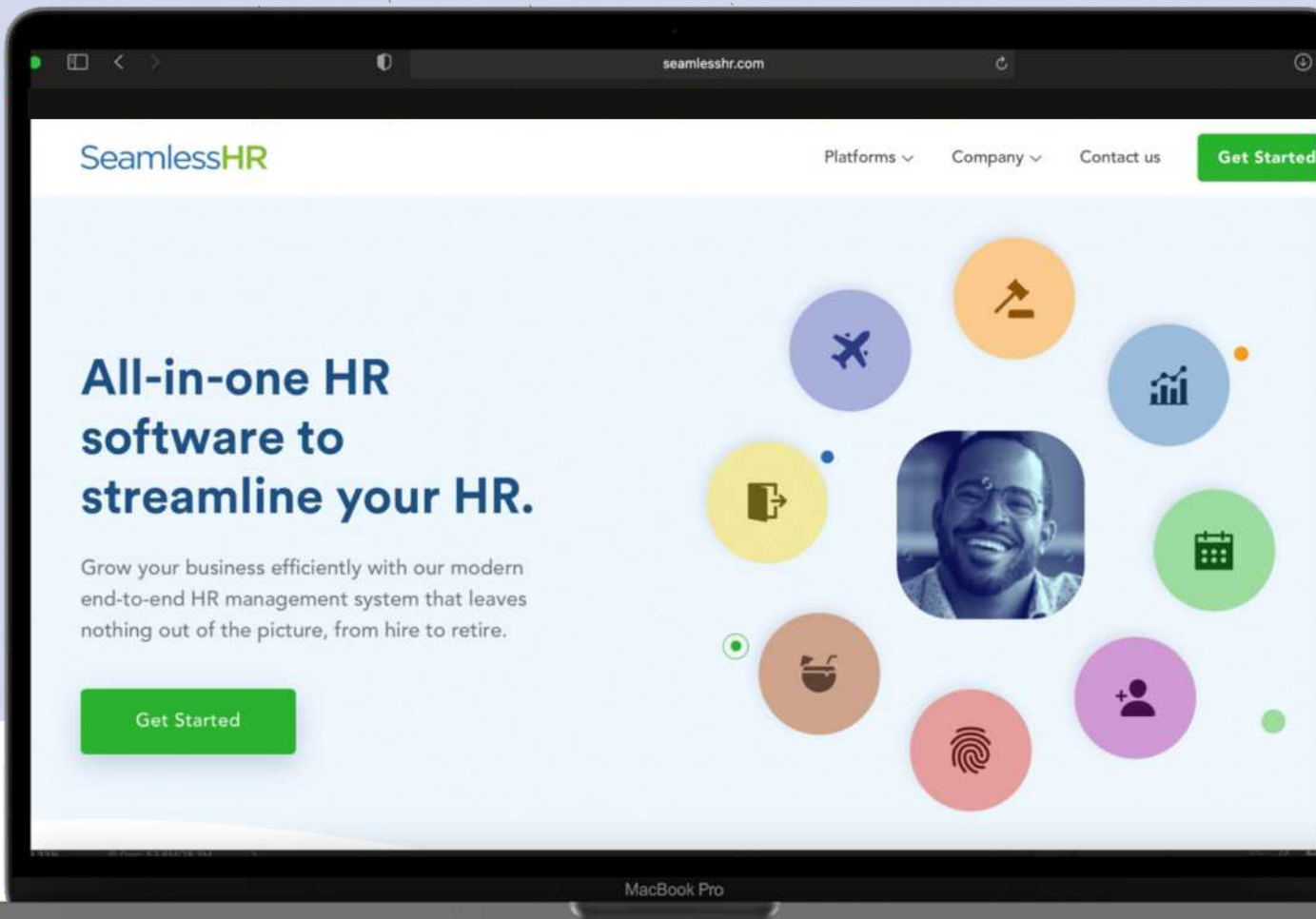
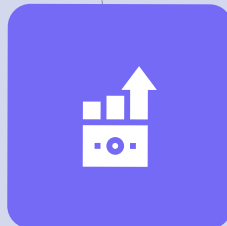


# SeamlessHR

# Partner Program



# Introduction



SeamlessHR Partner Program is designed to enable partners to mirror the SeamlessHR brand in their regions. They are responsible for managing the customer lifecycle, from sales and implementation, to support and subscription renewals of our software solutions suite.

SeamlessHR helps businesses in emerging markets become successful and grow efficiently. As a partner, you are at the centre of bringing our industry-leading technology solutions to businesses within your markets while increasing your visibility and profitability.

We rely on companies like yours to provide coverage and industry expertise. Your grasp of the local market will also help us take advantage of the rapidly-growing small and medium-sized enterprises across Africa.

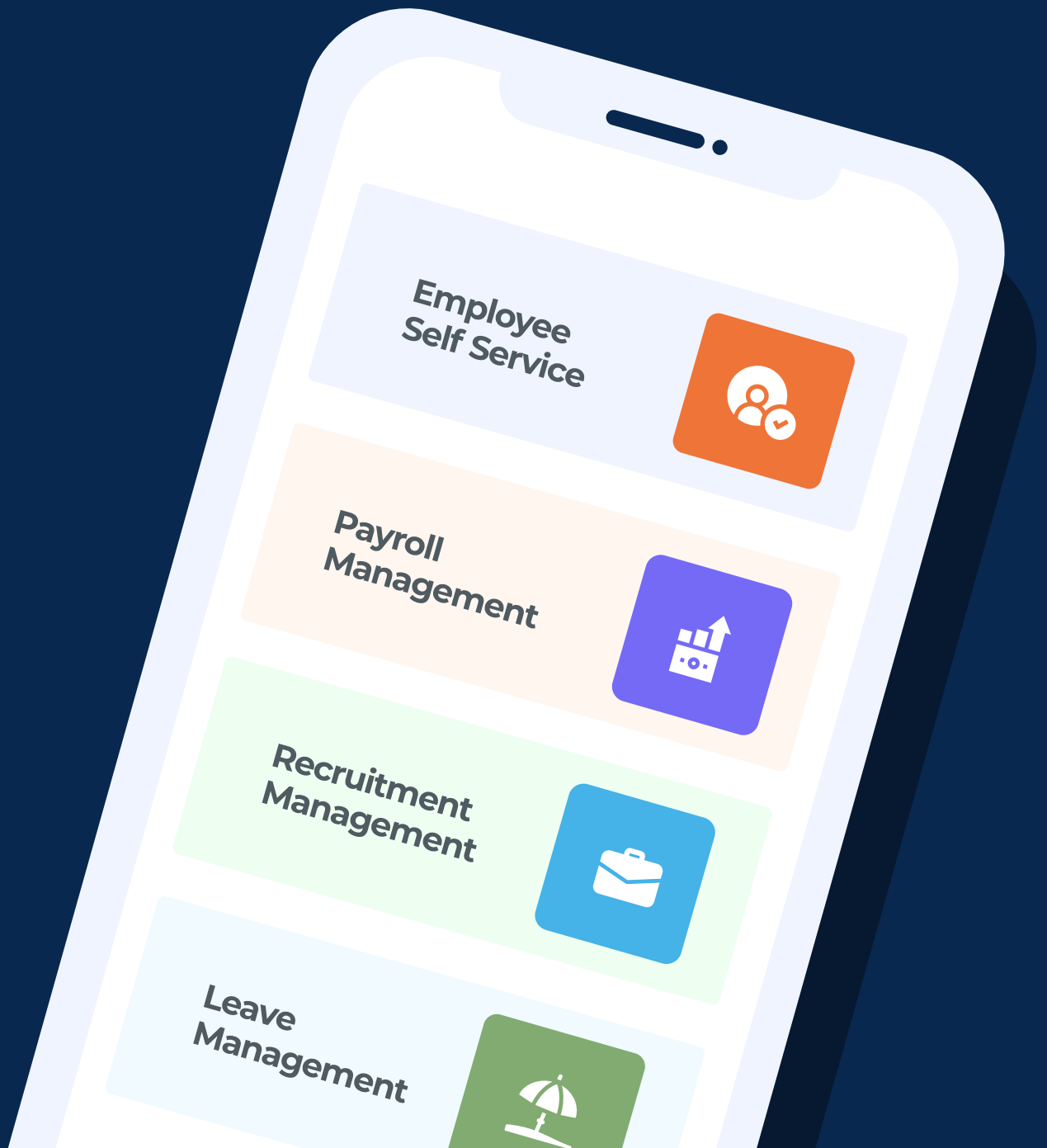
# Why become a partner?



- ✔ Grow your revenue and achieve profitability.
- ✔ Help enterprises in your region become more productive and successful by optimizing their human resources and payroll.
- ✔ Acquire technical knowledge through training on our products and enablement sessions on effective marketing and sales strategies.
- ✔ Networking opportunities with industry experts and leaders within and outside your region.
- ✔ Promote African Excellence by reselling world-class SaaS technology that is proudly African.

# SeamlessHR Platforms

SeamlessHR offers robust HR and Payroll management software solutions that help companies manage employees from hire to retire. Our platforms include Core HR, Payroll, Performance Management and Recruitment Management systems.



# Partner Tiers & Rewards

The SeamlessHR Partner Program is a tiered framework that features four partnership levels determined based on revenue contributions, marketing commitments, and technical and sales expertise.

The four tiers:

- ✓ **Gold**
- ✓ **Silver**
- ✓ **Bronze**
- ✓ **Referral**

Tier Type	Marketing	Sales	Customer Success	
			Onboarding	After Sales Support
 GOLD PARTNER TIER	✓	✓	✓	✓
 SILVER PARTNER TIER	✓	✓	✓	✓
 BRONZE PARTNER TIER	✗	✓	✗	✓
REFERRAL PARTNER TIER	✗	✗	✗	✗



# Gold Tier

Gold tier partners will deliver the full SeamlessHR business process, service and support. In addition to selling the product and onboarding the customer, you provide first level customer support and work with the Customer Success team at SeamlessHR HQ to ensure that the customer is satisfied and delighted. Gold-tier partners will develop and maintain a high level of HR technology expertise across the business value chain and engage customers from acquisition to software implementation and use. You will also contribute actively to product development by mining relevant user feedback.

We will provide resources, support, and the training needed to help you build and grow a successful practice.

## Requirements

- Attain \$500,000 (USD) in annual sales.
- Dedicate at least five members of your team to get fully accredited in selling and supporting SeamlessHR products.
- Commit budget to marketing channels and activities.
- Participate in quarterly, bi-annual and annual performance reviews.

## Reward/Incentives

- Rebate: You get a 25% rebate on subscription fee as commission for every deal closed. However, if the \$500,000 (USD) target revenue is exceeded in a particular year, you earn 30% commission (rebate) on additional deals closed in the year. 15% commission on total annual contract value will be earned every year for the lifetime of the deal, as long as a vendor remains accredited.
- One-off: Earn 100% of the setup fee.



# Silver Tier

Silver tier partners are in charge of customer acquisition and onboarding, and will also provide post go-live support to ensure customer success.

## Requirements

- Attain \$350,000 (USD) in annual sales.
- Dedicate at least three members of your team to get accredited in selling SeamlessHR products and onboarding customers.
- Commit budget to marketing channels and activities.
- Participate in quarterly, bi-annual and annual performance reviews.

## Reward/Incentives

- Rebate: You get a 15% rebate on subscription fee as commission for every deal closed. But if the revenue target of \$350,000 (USD) is exceeded in a particular year, you earn 20% commission (rebate) on further deals closed in the year.
- One-off: Earn 80% of setup fee

\*\*A silver tier partner will earn 100% of setup fee when they are fully certified in the implementation of SeamlessHR Products.



# Bronze Tier

The Bronze-tier partnership is for agents and organisations who are authorised to sell only SeamlessHR products and manage the relationship with the customers in exchange for a commission or rebate. SeamlessHR will manage customer onboarding and ensure customer success.

## Requirements

- Attain \$200,000 (USD) in annual sales.
- Dedicate at least one staff member to get accredited in selling SeamlessHR products.  
Commit budget to marketing channels and activities.
- Participate in quarterly, bi-annual and annual performance reviews.

## Reward/Incentives

- Rebate: 10% rebate is earned on subscription fee commission for every deal closed.
- One-off: Earn 40% of setup fee as one-time commission.\*

\*100% of setup fee will be earned by a Bronze partner as soon as the partner becomes fully (100%) certified in implementation of SeamlessHR Products.



# Referral Tier



The referral partner's objective is to generate leads/opportunities for the gold, silver and bronze tier partners to get a one-off commission per deal closed.

Referral partners could be HR consultants or individuals. This tier involves a referral model designed to reward partners that refer businesses to SeamlessHR.

## **Reward/Incentives**

You receive a 10% one-off fee as commission for every deal closed. This commission only applies to new customers and not upsells.

# The rewards in summary

Partners are rewarded for securing new businesses and driving customer satisfaction, and technical and sales expertise, revenue contributions, and marketing commitments increase your benefits. Partner program compensation incentives are distributed based on the tiers and may vary by product and country.

	<b>Rebate Commision</b>	<b>One-time Commission</b>	<b>Requirements</b>
<b>Gold Tier</b>	<p>25% rebate on subscription fee for every deal closed.</p> <p>However, if the target revenue of \$500,000 (USD) is exceeded in a particular year, you earn 30% rebate. 15% commission on total annual contract value will be earned every year for the lifetime of the deal, as long as a vendor remains accredited.</p>	<p>Earn 100% of setup fee</p>	<ul style="list-style-type: none"> <li>• Attain \$500,000 (USD) in annual sales.</li> <li>• Dedicate at least five members of your team to get fully accredited in selling and supporting SeamlessHR products and services.</li> <li>• Commit budget to marketing channels and activities.</li> <li>• Participate in quarterly, bi-annual and annual performance reviews.</li> </ul>
<b>Silver Tier</b>	<p>20% rebate on subscription fee as commission for every deal closed.</p> <p>15% commission on total annual contract value will be earned every year for the lifetime of the deal, as long as a vendor remains accredited.</p>	<p>Earn 80% of setup fee.</p> <p>*100% of setup fee will be earned by a silver-tiered partner that is fully certified in implementation of SeamlessHR Products.</p>	<ul style="list-style-type: none"> <li>• Attain \$350,000 (USD) in annual sales.</li> <li>• Dedicate at least three members of your team to get accredited in selling SeamlessHR products and onboarding and supporting customers.</li> <li>• Commit budget to marketing channels and activities</li> <li>• Participate in quarterly, bi-annual and annual performance reviews.</li> </ul>

	<b>Rebate Commission</b>	<b>One-time Commission</b>	<b>Requirements</b>
<b>Bronze Tier</b>	<p>15% rebate on subscription fee as commission for every deal closed.</p> <p>10% commission on total annual contract value will be earned every year for the lifetime of the deal, as long as a vendor remains accredited.</p>	<p>Earn 40% of setup fee as one-time commission.</p> <p>*100% of setup fee will be earned by an authorised partner with a certification in the implementation of SeamlessHR Products.</p>	<ul style="list-style-type: none"> <li>• Attain \$200,000 (USD) in annual sales.</li> <li>• Dedicate at least one member of your team to get accredited in selling SeamlessHR products.</li> <li>• Participate in quarterly, bi-annual and annual performance reviews.</li> </ul>
<b>Referral Tier</b>	<p>10% one-off fee as commission for every deal closed. The commission is paid on the initial invoiced amount and applies to new customers only, and not sales – i.e. additional users, add-on modules, etc.</p>		<ul style="list-style-type: none"> <li>• This tier includes a referral model designed to reward partners that refer businesses to SeamlessHR by leveraging the relationship and trust they have with the customer.</li> <li>• These partners could be HR consultants, or agents.</li> </ul>

Commissions will be processed at the end of the quarter the deal is closed and payment to our Partner is contingent upon payment from the end customer, provided that the client has paid the invoice in full.

# How do i become a partner?



To become a SeamlessHR partner, you are required to complete the enrollment form and accept the partner program's terms and conditions.

After we've assessed your background and credentials, you will be enlisted into any of the four partner tiers based on each tier's requirements.

# ENROLMENT FORM

<b>Partner Name/Entity</b>	
<b>Physical Office Address</b>	
<b>Country</b>	
<b>Company Registration Number</b>	
<b>Company VAT/TAX number</b>	
<b>Company Size (No of Staff)</b>	
<b>Telephone No</b>	
<b>Mobile No</b>	
<b>Work Email</b>	
<b>Partner Tier:</b> E.g, Bronze, Silver, Gold etc	
<b>Primary Contact's Name</b>	
<b>Primary Contact's Designation</b>	
<b>Primary Contact's Phone No</b>	

# Partner training and onboarding

After signing up for any of our partner programs, SeamlessHR will train partners in sales and marketing, product knowledge, product onboarding and after-sales support, depending on their tiers.

Be rest assured that we will continue to provide technical and business support to you.

	Marketing	Sales	Customer Success	
			Onboarding	Support & Relationship Management
Resources & SOPs	<ul style="list-style-type: none"> <li>Product brochures</li> <li>Email marketing templates</li> <li>Campaign planner templates</li> <li>Tone of voice</li> <li>Marketing SOP</li> </ul>	<ul style="list-style-type: none"> <li>Sales Help documents</li> <li>Quote templates</li> <li>Sales SOP</li> <li>Sales proposal</li> </ul>	<ul style="list-style-type: none"> <li>Setup templates</li> <li>Customer reporting templates</li> <li>Setup requirements checklist</li> <li>Product documentatio</li> <li>Product manual</li> <li>Onboarding SOP</li> </ul>	<ul style="list-style-type: none"> <li>Support FAQs</li> <li>Support SLA</li> <li>Support Surveys</li> <li>Support SOP</li> </ul>
Trainings	<ul style="list-style-type: none"> <li>Persona mapping</li> <li>Tone of voice</li> <li>Brand immersion</li> <li>Lead generation tactics</li> <li>Campaign management</li> </ul>	<ul style="list-style-type: none"> <li>Understanding SaaS B2B Sales</li> <li>Lead qualification</li> <li>Demoing the products</li> <li>Creating a quote</li> <li>Overcoming objections</li> <li>Optimising sales clog</li> </ul>	<ul style="list-style-type: none"> <li>Planning a setup project</li> <li>Validating client's data</li> <li>Configuring a client's account</li> <li>Admin users' product training</li> <li>Closing out a setup project</li> <li>Switching a client to Support</li> </ul>	<ul style="list-style-type: none"> <li>Troubleshooting common issues</li> <li>Customer Support the SeamlessHR way</li> <li>Customer feedback loop</li> <li>Leading renewal conversations</li> <li>Upselling and Cross-selling</li> </ul>
Tools	Asana, Google Ads, Hubspot Marketing, etc	Asana, Hubspot Sales, etc	Asana, G Docs, Jira, etc	Hubspot Service, Jira, etc

# Performance Evaluation



The Partner Account Manager will collaborate with eligible partners to create an annual business plan. This plan includes Annual Revenue Commitment, quarterly sales targets, marketing initiatives, sales education, and technical certification requirements. Account management, pipeline development, New Customer Acquisition (NCA), customer retention (Net Retention), Net Promoter's Score (NPS) and growth of subscription sales are essential, and revenue will be measured quarterly.

## Moving between Partner tiers



SeamlessHR assesses partner tiers on both a mid-year and an annual basis. Partners can move up to the next level after the mid-year review if they meet all the associated tier requirements. Those who do not qualify for their current tier at mid-year may be allowed to implement a recovery plan to ensure they do so by year-end. But suppose the minimum tier requirements are still not met by the annual review. In that case, the partner tier will be downgraded.

All tier changes are made at the beginning of the month following a Tier review.

# SeamlessHR

End-to-end software to streamline your HR.

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