



SKO 2024

Unleash

THE POWER OF

Precision



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Getting the deal done

Erez HersHKovitz

The ideal deal?



The ideal deal

>\$1M ACV

Multis

Auto-renewal

Immediate start date

Payment upfront



Focus on value



What KPIs are **important TO THE CUSTOMER?**



How will we **impact** their business?



What does a **win-win** look like?



Press releases

Bundles

Period lengths

Payment terms

**There are
so many ways
to sweeten
the deal**

Product add-ons

Incentives for exceeding usage

Service level agreements

Play the discount card wisely



If you must, discount services **not**
product licenses



Always combine it with other
things you want to achieve
(Offer bundles etc.)



Don't rush to offer a discount!



~~ASSY JUCO~~



Tips for success

Always blame finance for tough terms

Avoid exit points in contracts

Settle payment terms **before set-up**

Just say no to pay as you go

Handling renewals



Be proactive

Start planning for a renewal months in advance!



Be prepared

Know their state of mind **BEFORE** the discussion



Be creative

Talk to everyone to get information and come with an offer to **UPSELL**



Time is money



Ping me with issues,
don't get stuck.



Work in parallel –
MSA/DPA and Sales
Order/Commercials



Push the deal to its
real stages in
SalesForce with all
documents.



Simplified sales order template

Shorter

Easier

Branded



A. Minimum Commitment Services				
#	Service Details	Price per Unit	Volume API / Year	Total Price (USD)
1.	IDV Bundle (Front, Back, Selfie & Serial Fraud Monitor)	\$		\$
2.				
3.				
4.	Sub Total (Minimum Commitment) Year 1	\$		\$
Total				

B. Additional Services			
#	Service Details	Price per year	Total Price for 1 Year (in US\$)
1.			
2.			
3.			
Total Price			
Total Minimum Commitment 1 st year			\$
Total			\$

C. Terms & Conditions

- This Service Order term is 1 (one) year ("Term"). **Start Date:** - **End Date:**
- Customer agrees to pay AU10TIX a non-refundable and non-cancelable minimum commitment in each subscription year as detailed in the Minimum Commitment Services and the Additional Services tables above (the "Minimum Commitment").
- For the processing of services exceeding the Minimum Commitment each subscription year, the Customer shall pay the fees as specified in the tables above. Invoicing for the Minimum Commitment (per annum) is done annually in advance, and billing for usage exceeding or for any Additional Services which are usage-based shall be done per consumption on a monthly basis. If the Customer consumed services in an amount exceeding the payment schedule as specified above, it will be required to pay the following invoices immediately and any exceeding amount that may not be covered by the Minimum Commitment.
- Payment of invoices is due within 30 days from the date of invoice. Invoicing for the Minimum Commitment is done annually to be paid in advance.
- Onboarding process shall start only after receiving the payment according to the terms of this Service Order.

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Maximize your compensation

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**SPIFFs &
Incentives**



Upsells



**Unlimited
accelerations**



~~CFM~~
CFKNOW



THANK YOU

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