

# X4 Communications “3- Ways to Win” Contest

- What:** Contest to drive mindshare and stimulate X4 Communications subagents to sell Smoothstone
- Why:** Stimulate X4 Communications sub-agents to provide qualified leads that turn into quoted opportunities
- Who:** Authorized sub-agents for X4 Communications that have been given the ‘Intro to Smoothstone’ presentation from their RSM or Business Development Team.
- When:** July 1, 2010 - September 30, 2010
- How:** Provide an RSM with a qualified lead that turns into a quoted opportunity and customer!

- Receive:**
- 1. \$25.00 for every qualified lead (American Express Gift Card)**
  - 2. \$500.00 for every quoted opportunity (American Express Gift Card)**
  - 3. iPad for the 1st Opportunity that is ‘Won’**

## Definitions:

Type	Number of Winners	Description
<b>Qualified Lead</b>	Unlimited	A ‘ <b>Qualified Lead</b> ’ is defined as a new customer to Smoothstone that completes a joint discovery meeting with a Smoothstone Regional Sales Manager (RSM) and Solutions Design Engineer (SDE) and is determined by Smoothstone a qualified lead
<b>Quoted Opportunity</b>	Unlimited	Any ‘ <b>Quoted Opportunity</b> ’ is defined when Smoothstone generates a proposal and quote for agreed upon services and Customer has received a proposal with pricing from SMST
<b>Opportunity ‘Won’</b>	One (1)	An ‘ <b>Opportunity Won</b> ’ that results in a new customer executing a MSA with Smoothstone.

## Terms:

- Smoothstone will confirm with sub-agent(s) any opportunity that qualifies for a lead and becomes a quoted opportunity.
- Smoothstone will report to X4 Communications on monthly basis potential opportunities that are in the pipeline and eligible to receive one of the three prizes.
- There is an unlimited amount of winners for ‘Qualified Leads’ and ‘Quoted Opportunities’
- There will be only one winner for the 1st ‘Won’ opportunity
- Time frame for contest is for 90-days. All leads received in this timeframe will be given 6-months from Quote Date to execute a MSA, to be eligible for the iPad.