

Lead with Lumen Incentive

Earn a one-time payout equal to 1X MRC, up to \$5,000 per billing customer



Lead with Lumen gives Channel Partners like you the non-exclusive opportunity to take a “lead” in building out Lumen’s local presence and sales focus in targeted U.S. markets. Sell eligible Lumen services to new logo customers located in 33 specific target markets and earn up to \$5,000!



Here’s the deal:

- Sell any eligible service in the Lumen Channel Partner Portal valued at \$250 MRC or more to a new logo customer
- Earn a one-time payout equal to 1X MRC, up to \$5,000, per billing customer
- New purchase required with a minimum contract term of two years
- Non-channel integrated (NCI) sales only

Incentive Period: July 1 - Dec. 31, 2020

See Page 2 for full terms and conditions. Information on all Partner incentives is available on the Lumen Channel Partner Portal. Contact your Lumen Account Team for full details.

Terms & Conditions: Lead with Lumen Incentive

- This Lead with Lumen incentive (the “Incentive Program”) applies to Channel Partners who have active partner agreements with Lumen or its affiliates (“Eligible Participants”) subject to the following terms and conditions. Current commissionable products are available on the Lumen Channel Partner Portal.
- The Incentive Program applies only to qualified sales marked “Closed Won” in Salesforce.com from July 1, 2020, to December 31, 2020.
- Only Non-Channel Integrated (NCI) sales are eligible.
- To qualify for this incentive, Eligible Participants must, within the applicable incentive period, sell (i) eligible Lumen services as listed in the Channel Partner Portal (“Eligible Service”) to new logo customers located in one of the 33 Eligible Markets (defined below).
- Renewals and/or replacement services (e.g. ported or upgraded services) will not qualify for this incentive.
- A “new logo” is a sale to a customer that has no historical sales and no historical revenue at the Business Org Number and Ultimate Customer level for the previous 6 months.
- Minimum MRC for all Eligible Services included in an order must be \$250 or more to be considered for the Incentive.
- Required minimum contract term of 2 years.
- All Lumen Eligible Services included on the original deal will count towards the incentive requirements. Products added on subsequent deals will not be included.
- Eligible Participants will be paid at the Partner level through the regular commission process.
- Standard commission rates apply in addition to incentive.
- Standard ordering processes apply.
- The Incentive will be paid approximately 45 days after the end of the month in which Lumen’s Finance group recognizes the qualified sale.
- Eligible Participants are eligible to receive a one-time payout equal to 1X MRC for Eligible Service qualified sale sold into new logo customer. Maximum payout per billing customer is \$5,000.
- This Incentive Program will be active until December 31, 2020, or until the budget is depleted – whichever comes first. In situations of budget depletion, deals will be paid on a first-in basis until the budget funds are exhausted.
- Any liability for federal, state or other taxes for the 2020 Incentive Program will be the sole responsibility of the Eligible Participant. Lumen will not be responsible for payment of any such taxes.
- Lumen may modify, suspend, amend or terminate the incentive at any time and without prior notice or consent by participants. Lumen specifically reserves the right to change the Incentive in a manner that may modify or eliminate the amount of monetary rewards that may otherwise be payable under this Incentive Program. No designee, may modify, suspend, amend, or terminate this Program. To be effective, any modification, suspension, or amendment of the Incentive Program must be authorized in writing by the Sales Operations lead or his/her designee.
- Incentive Program disputes will be considered on a case-by-case basis. All disputes must be submitted within 90 days of the Salesforce.com “Closed Won” date. Incentives disputes submitted after 90 days will not be considered.
- Lumen reserves the right in its sole discretion to disallow any opportunity that does not meet the terms of the incentive.
- Lumen reserves the right to end, modify, or deny any claim under this incentive.
- Lumen will review all submitted orders to ensure incentive criteria has been met before payouts are awarded.
- Orders that cancel prior to installation will not qualify for the Incentive and Lumen may recover incentives paid in connection with such Orders, including by way of off-set against the Channel Partner’s normal commissions.
- Lumen reserves the right to verify that monthly billed revenue, 6 months from qualifying orders, meets or exceeds the applicable bonus. If not, Lumen may recover the commission paid, including by way of off-set against the Partner’s normal commissions.
- Void where prohibited.
- Check the Lumen Channel Partner Portal regularly for updates to the Incentive Program.
- This Incentive Program may be combined with other incentives offered by Lumen.
- This Incentive Program applies only to Eligible Services sold into the 33 Eligible Markets. Lumen will use the customer’s billing address zip code to determine if the customer is located in one of the 33 Eligible Markets: Naples, FL; Ocala, FL; Tallahassee, FL; Cedar Rapids, IA; Des Moines, IA; Lexington, KY; Louisville, KY; Greenville, NC; Jacksonville, NC; New Bern, NC; Omaha, NE; Albany, NY; Rochester, NY; Pittsburgh, PA; North Dakota, South Dakota, Vermont; Sacramento, CA; Cape Coral/Fort Myers, FL; Baltimore, MD; Duluth, MN; Tulsa, OK; Virginia Beach, VA; Cheyenne, WY; Jacksonville, FL; Atlanta, GA; Chicago, IL; Cincinnati, OH; Cleveland, OH; Columbus, OH; Memphis, TN; Washington, DC.; and San Antonio, TX (San Antonio added as of April 1, 2020. Only sales marked “Closed Won” in Salesforce.com after April 1, 2020, can qualify for the incentive in this market.)