

# BioCred Partner Account Registration Request Form

Panini provides our Partners with the opportunity to request account exclusivity consideration for BioCred sales opportunities.

Account exclusivity will be recognized based on the following process requirements and terms:

- **Account not currently engaged by a BioCred Partner.** Engagement is determined by BioCred sales discussions and is not tied to check scanner sales relationships.
- **120-Day Probationary Reserve.** If account is eligible for exclusivity, it is immediately reserved for requesting Partner and will remain assigned to Partner for a minimum of 120 days.
- **Account Designation.** After the 120 Day Probationary Reserve period, the account will transition to either Exclusive or Available.
  - 1.Exclusive accounts will be published on Panini's BioCred Partner Plus site.
  - 2.Available accounts mean that they fall back into an 'eligible for exclusivity' status that permits all BioCred Partners to pursue.
- **Account Exclusivity.** Partners who receive account exclusivity status will retain account ownership for as long as BioCred engagement exists. If an account declines BioCred as a solution, and no follow-engagements occur, the account will become eligible for exclusivity and be removed from the published account list on Panini's BioCred Partner Plus site.

Upon account assignment, a Panini Sales Representative will reach out to you to begin collaboration on the following:

- Account profile
- Account Strategy
- Product Demonstration
- Product Evaluation
- Forecasting and pipeline probability
- Project Management (POC – Proof of Concept)
- Pre & Post sales support



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**Please complete the following information.**

A confirmation of account assignment will be sent to you within 7 Business Days, by the Panini Sales Representative assigned to the account.

If ownership is confirmed, an account review meeting will be scheduled by Panini and will include a NewWave (BioCred Master Distributor) Sales Representative.

**RESELLER COMPANY NAME**

**DATE REQUESTED**

**SALES REPRESENTATIVE**

**EMAIL**

**PHONE**

**END USER (ACCOUNT)**

**STATE**

**CITY**

**PANINI SALES REPRESENTATIVE**

**OPPORTUNITY DESCRIPTION/JUSTIFICATION**

(please provide detailed information of opportunity)