

## Sales On Demand

McAfee SaaS Email & Web Security partners can now generate greater revenue from sales of cloud-based security services faster and easier than ever before.

### Sales On Demand Program Benefits:

- Effortlessly integrate SaaS security services into your current offerings
- Use our Channel Sales Specialists to generate greater revenue with minimal effort
- Enhance current offerings quickly and easily
- Reduce sales training, time and expense
- Strengthen customer relationships
- Maximize monthly recurring revenue opportunities
- No cost to partner along with full compensation

Sales On Demand (SOD) provides channel partners with a dedicated team of channel sales specialists to pursue and close sales of the McAfee SaaS Email & Web Security services - at no additional cost. The program enables partners to strengthen their relationships with customers and prospects without additional sales overhead and expense.

This program is designed to help channel partners generate substantial profit margin and recurring revenue while enhancing their current suite of offerings with a value-added service that requires minimal resource and time investments.

The Sales On Demand team serves as an extension of our partners' sales teams and can assist in any stage of the sales process. Regardless of the involvement level of the Sales On Demand team, you will still receive full compensation.

*"Working with McAfee has enabled us to be successful selling cloud services by eliminating the barriers to entry. Not only have we significantly increased our profitability, we have been able to expand the number of sales opportunities we pursue by allowing the Sales On Demand team to do everything from qualify customer leads to conduct sales calls on our behalf. This unique partnership has absolutely helped us propel our business forward." - Jim Steinlage, president at Choice Solutions, Channel Partner*



### Use Sales On Demand at any point in the sales process

Sales On Demand is easy. This program enables partners to become more successful in selling cloud-based security services with support every step of the way. Simply work with your dedicated team within McAfee SaaS Email & Web Security and you can be as involved as you like.

### Your Sales On Demand team offers comprehensive sales service throughout the sales cycle by:

- Making the initial sales call, prospecting from qualified customer leads, or joint sales calls with you. You are in the lead, calling the shots as to what type of engagement works best for you
- Communicating the benefits of a cloud-based service versus other email security, web security and message archiving solutions
- Delivering comprehensive sales collateral, including data sheets, white papers and FAQs
- Conducting live service demonstrations on your behalf
- Following up with the prospect to promote the sales closing
- Completing and submitting the Online Service Order Form
- Keeping you up to date with the progress – from prospecting through close
- Receiving full compensation on all deals regardless of your use of Sales On Demand

Software-as-a-Service is a growing opportunity for solution providers to build recurring revenue into their business and we have developed a unique approach to help our partners participate in this lucrative market. Sales On Demand is the cornerstone of this approach, and shows our commitment to providing partners with the tools and support to make selling effortless.

- EVAN WESTENSKOW, SENIOR  
DIRECTOR, SAAS SALES

Find out more about Sales On Demand by calling your Channel Account Manager, Partner Sales Operations at 1.720.895.4415 or visiting us at [www.mcafeesaas.com](http://www.mcafeesaas.com).



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