

# WORKSHEET 10.1



## Match Your Spend Priorities to the Navigator Simulation Buckets

	<b>Incentives</b> <i>(OPEX only and includes business development funds*)</i>	<b>Demand Generation Funds</b> <i>(includes all MDF)</i>	<b>Program or Other Partner Marketing Activities</b> <i>(excluding MDF)</i>
Description	This category includes all of the program elements associated with partner incentives to drive product sales, education and training behavior, etc.	This category includes all of the program elements that are related to driving end user demand with and through your partners. Note: this does not include corporate end user demand generation, advertising, trade shows, etc.	This category includes all of the program elements that relate to marketing your program and all aspects of “marketing to” your partners.
Includes: <i>These are items that may be included in this budget section. This is not an exhaustive list, so other items can be included.</i>	<ul style="list-style-type: none"> <li>• business development funds</li> <li>• sales SPIFFs</li> <li>• Rebates</li> <li>• performance incentives</li> <li>• deal registration incentives</li> <li>• special pricing programs</li> <li>• etc.</li> </ul> <div style="border: 1px solid gray; padding: 5px; margin-top: 10px;"> <p><i>*This includes OPEX funds only so do not confuse this with any contra-revenue items or discussion, We will address contra-revenue later in the Channel Masters curriculum.</i></p> </div>	<ul style="list-style-type: none"> <li>• end-user targeted advertising</li> <li>• Promotions</li> <li>• marketing activities designed to generate qualified leads</li> <li>• trade show participation</li> <li>• joint seminars, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• channel based print/web advertising</li> <li>• industry events</li> <li>• emails</li> <li>• newsletters</li> <li>• self-created webinars</li> <li>• partner road shows</li> <li>• etc.</li> </ul>