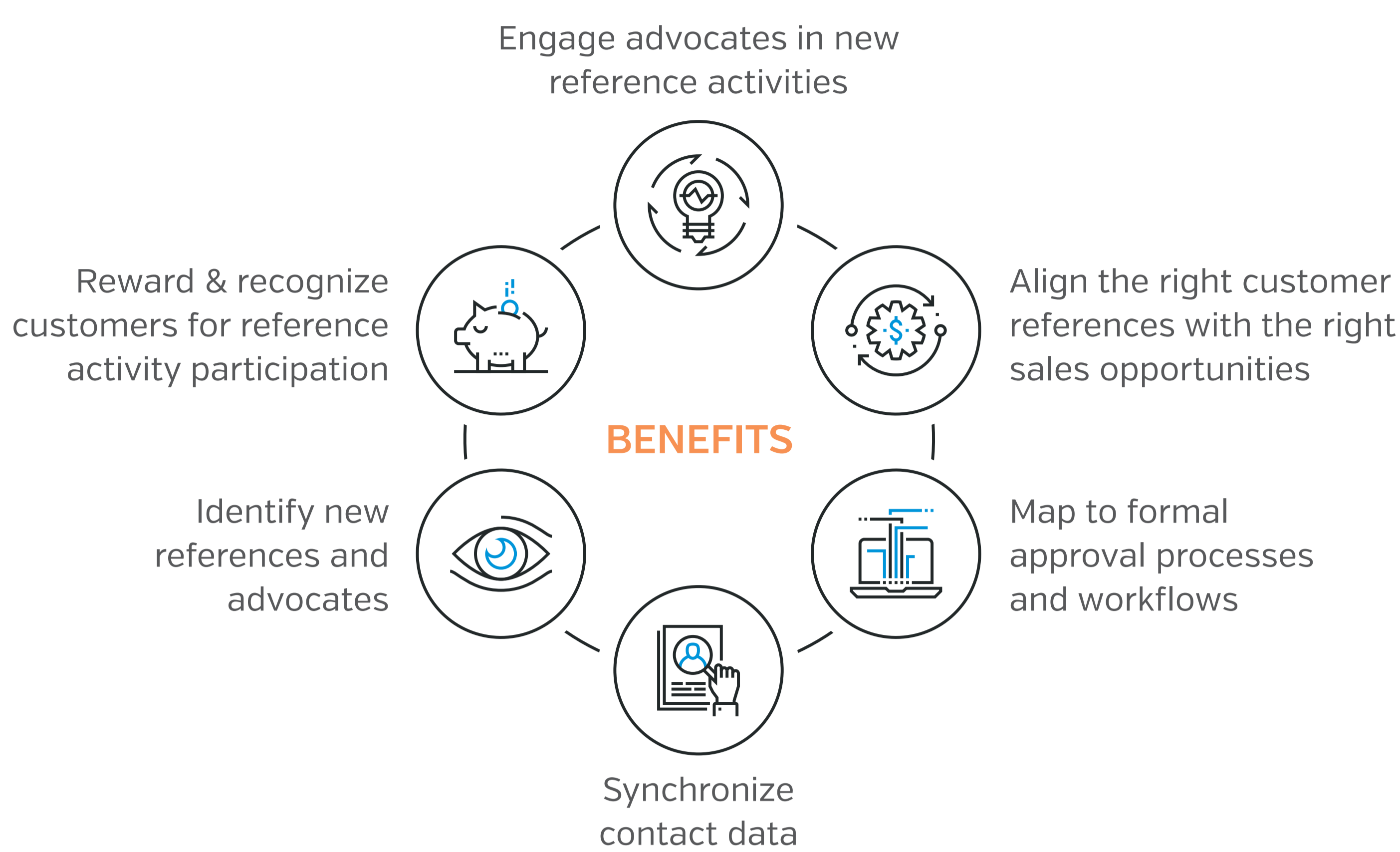


Discover, Engage & Reward Customer References

Customer references play a critical role in peer-to-peer selling. But finding the right reference for each sales opportunity can be a tedious, challenging process. This integration enables you to facilitate genuine, high-quality reference engagements that accelerate the sales process, while making the process more efficient and effective.



How Does a Challenge Work?

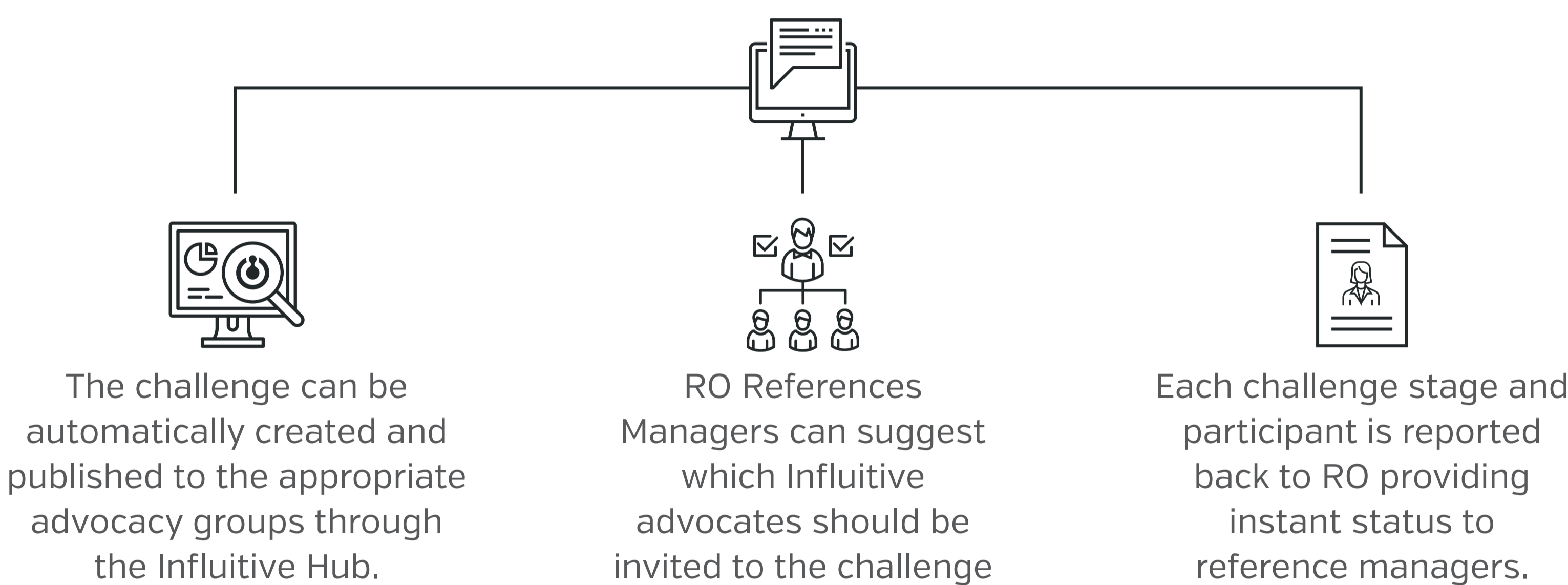
Let's walk through an example



Salesperson needs a customer who can do a reference call within 24 hours. He submits a reference request in Upland RO Innovation.



The reference manager sees the urgency of the reference request and issues a "challenge" to the Influitive Advocacy Hub directly from the RO interface.



Points are awarded to the Advocate [in Influitive] throughout the challenge as stages are completed.

Examples include, accepting the challenge, being selected to be a reference, performing a reference event and finally upon ratings of how the reference event was rated by the sales prospect and/or seller.

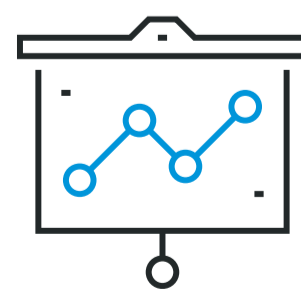


What Else Can You Do Without Issuing a Challenge?



REWARD ADVOCATES FOR REFERENCE ACTIVITY PARTICIPATION

+ Award points to Advocates directly from Upland RO Innovation without creating a Challenge



GROW THE SIZE OF YOUR PROGRAM

+ Nomination in Upland RO Innovation creates an Advocate in Influitive
 + Nomination in Influitive creates a contact in Upland RO Innovation

Interested in learning more? Contact Upland RO Innovation for a demo.