

Date Posted: July 14, 2010
Regions: BC, AB, MB, ON
Distribution: Dealer Principals and Sales Reps

Subject: License to Win Reward Program - Changes

Our focus of the License to Win Reward Program is to drive revenue growth through your sales efforts. The L2W Program gives you the opportunity **to earn additional compensation for selling our strategic solutions**. In an effort to leverage our LTW Program and to reward your strategic sales efforts, we are making some changes to the program **effective August 1, 2010**.

Please REVIEW the following changes that we are making to the program effective August 1, 2010.

Program Overview

License to win program points are **earned based on the total contract value of Total Net New sales submitted through this site** and all program points are converted into *Exclusively Yours®* Incentive dollars. You will also earn additional incentive for multiple product sales of select strategic products.

Key Program Changes – effective August 1, 2010

- Voice services are **not** eligible for LTW incentive (**exceptions**: only if a Winback, or for PRI Plus in the East)
- New services/products that are **now eligible** for LTW incentive under the **Strategic Sales** category:
 - Virtual Server
 - Instant Connect
 - SharePoint
 - Audio and Web Conferencing

Program Guidelines

- Please **refer to the FAQs section** on our License to Win site for a complete outline of the program rules and to review sales scenarios at: www.telusdealerprograms.com
 - Only **net new sales and not renewal** are eligible for incentive.
 - Please review the **maximum thresholds per sales submission, per customer, per order**.
 - Multiple sales submissions for the same customer and product **may only be eligible with the Channel Manager's approval**. See below:
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To further incent participants to position solutions that include Data/IP, the program includes a multiplier that rewards additional *license to win* program points for strategic and multi-product sales.

<i>license to win</i> - Product Multiplier and Category Thresholds*		
	Competitive Win	Strategic Contracted Sales
One Product	1.0	4.0
Two Products	2.0	6.0
Three or More Products	4.0	8.0
Maximum Thresholds	80,000 points	200,000 points

*To be eligible for the Product Multiplier, sales cannot be of the same Product.

400 *license to win* program points = 1 *Exclusively YOURS®* Point

Point Values

- The value of the point to dollar ratio to 400 to 1.

Fulfillment

- Points will be awarded in the month of entry.
- Reps will receive incentive loads on their cards immediately after they sell TELUS products.
- Orders should only be submitted to 'License to Win' after they are entered into iTocs.
- Any cancelled iTocs order will NOT be eligible for L2W incentive.
- Orders **must be entered in LTW within 60 days of contract/sales documents being signed** to be eligible.

Sales Submission Eligibility

- TELUS is the sole body responsible for making the final decision on all rules and regulations governing the TELUS *license to win, Exclusively YOURS®* Reward Program.
- TELUS reserves the right to alter or cancel any part of the program without prior notice.
- TELUS reserves the right to disqualify any sales that do not meet the rules and requirements for this program.

Card Renewal

- IF your home address has recently changed, please update your mailing address in the L2W website under the 'Edit Profile' tab.
- If you have NOT yet received a LTW card, please contact gina.campbell@telus.com

How to register to participate in LTW?

- To register and participate in this program, please visit our License to Win site at: www.telusdealerprograms.com
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Questions

- If you have any questions about the License to Win Program, please contact Gina Campbell at: gina.campbell@telus.com
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