



Accelerated Lead Program: Placement on Partner Site

General

We have recently developed and launched a product configurator mechanism, which generates a quote request directly from our Web site. The results of have been tremendous, with numerous qualified leads reaching us on a daily basis. Partners who have signed onto the Accelerated Lead Program are already reaping the benefits.

We are starting a new phase in the program, where we are enabling interested Xorcom Partners to place this configurator on their own Web sites, to generate leads directly to their sales staff from visitors on their site.

About the Process

Web prospects will be directed to the product configurator wizard and will indicate their exact needs (telephony port type and amount). They will receive an instantaneous and detailed system configuration suggestion. They will fill in their name, e-mail address, and country in their request for a price quote (company name and telephone number are optional). This request will be received as e-mail by the Xorcom Partner and include all the information supplied by the prospect, as well as the suggested configuration produced by the product configurator. It will be up to the Partner to contact the prospect and provide a price quote for the suggested configuration within one business day.

About the Mechanism

The actual mechanism is powered by code on the Xorcom server. As a result, it will always provide the most up-to-date information about possible configurations and optional accessories. During implementation, the Partner will include Xorcom-provided script on his home page, and create two new pages on his site as the response to successful or unsuccessful processing of the request for quote (whatever the case may be). See detailed instructions for implementation below.

Partners' Obligations

Any distributor interested in joining the Accelerated Lead for Partner Sites Program will have to meet the following conditions:

1. The link to the product configurator must appear (at least) on the Partner site home page.
2. The Partner's response to the prospect's request for a quote must be generated within one (1) business day.

Instructions for Implementing the Mechanism

This process should be handled by the Partner Webmaster. We are happy to provide any assistance necessary to get the product configurator working on your site.

To implement this mechanism on his own site, the Partner will need to create three new pages on his site:

Step 1: Creating the Thank You Page

The Thank You page is the page that will display if a Web visitor requests a price quote for the configuration, and his request is processed successfully (on the Xorcom site, this is <http://www.xorcom.com/products/thank-you.html>). We recommend informing the Web visitor that his request is being processed and that the quote will reach him within one business day. It is a good opportunity to provide links to other places of interest on your site.

Step 2: Creating the Unsuccessful Page

The Unsuccessful page is the page that will display if a Web visitor requests a price quote for the configuration, and his request cannot be processed (on the Xorcom site, this is <http://www.xorcom.com/products/unable-to-send-request.html>). This may be due to connectivity problems. We recommend informing the Web visitor that his request needs to be submitted manually (using the 'back' button on the browser, he can cut & paste the configuration that was suggested and forward it to an e-mail address you supply).

Step 3: Creating the Product Configurator Page

The Product Configurator page will contain the Xorcom-provided script which displays the configurator wizard interface (on the Xorcom site, this is <http://www.xorcom.com/products/product-configurator.html>).

Use your template for a standard internal page. Within the <body > </body> commands determine where you want to place the configurator. It can be a table cell <td> or a <div> or any element that can act as a container.

Add the following lines (from the Line column below):

Line	Explanation
<code><script type="text/javascript"></code>	Standard introduction of javascript code
<code>var request_source="distributor_id";</code>	Unique identifying number provided to you by Xorcom, which will be linked to the e-mail address you provide as the receiver for all quote requests

```
var language="language_code";
```

This line is not needed if the user interface is in English. For non-English, use one of the following codes (for which translations are available):

es = Spanish; pt = Portuguese; de = German; fr = French; it = Italian; he = Hebrew; cn = Chinese; ru = Russian; th = Thai

```
var request_ok="http://www.site.com/thank-you.html";
```

Page created in Step 1 above to which Web visitor will be directed after successful quote request submission

```
var request_fail="http://www.site.com/unsuccessful.html";
```

Page created in Step 2 above to which Web visitor will be directed after unsuccessful quote request submission

```
</script>
```

Standard closure of javascript code

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<script type="text/javascript" src="http://www.xorcom.com/product-calculator/distributor.js"></script>
```

Link to actual mechanism on Xorcom server

Step 4: Adding a Link to the Home Page

To comply with the guidelines of this program, a prominent link, preferably in the form of a graphic button, must be placed on your home page. The link will point to the page you created in Step 3, above.

If you wish to implement this mechanism on your Web site, you will first need to register with us by [supplying the e-mail address](#) to which you want the price quote requests to be sent.

We will be more than happy to assist you with the implementation process.