



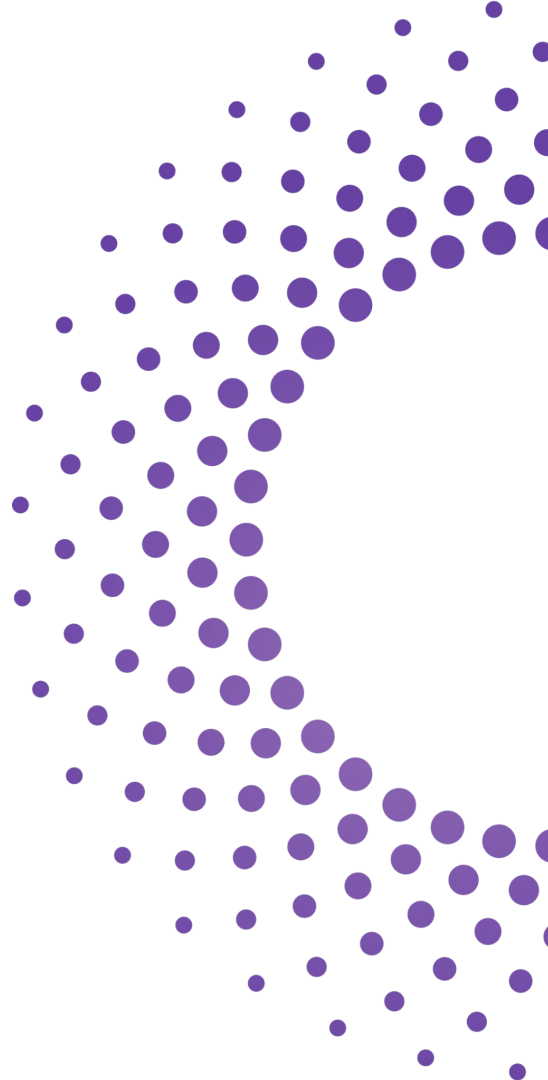
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# RULES OF ENGAGEMENT

# WHY HAVE ROE?

Predictability

Protection



# Lead Acceptance Criteria

1 Lead must be registered on the Partner Portal

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Plus ONE of the following:

1 Net new lead

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2 Existing lead has expired

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3 Existing customer with new invoice

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# Thank you!

[tom.milligan@cascade.app](mailto:tom.milligan@cascade.app)



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