

PRICING CHEAT SHEET



	REGULAR RATE	MINIMUM RATE	NEGOTIATION GUIDELINES
CUSTOMIZATION	0 - \$20,000	\$0	If the Partner wants customization we need to charge for it as every Customization triggers real costs for our team. Use the Customization Cheat Sheet to price out the cost. You can offer a 10% discount if they spend over \$5,000 on Customization, a 20% discount over \$10,000 and cap out at \$20,000 if they want to do everything (with a maximum of 5 Custom Recruited SLAPexperts and 10 of their Team Certified to do Strategy Calls.
LAUNCH	\$5000	\$500	Our Comms Team invests heavily in these resources - including a custom created landing page, social media campaign, email copy and printable and digital program brochure. Anything over \$2,500 is good.
PROGRAM MANAGEMENT	\$500 - 1000 / month	\$250 / month	The Partner must pay some monthly Program Management Fee. -\$250 - for a non profit partner with less than 10 SMBs -\$500 - for a for profit / well funded partner with less than 10 SMBs -\$750 - for a non profit partner with more than 10 SMBS -\$1000 - for a for profit / well funded partner with more than 10 SMBs
PER SMB SLAP COST	\$300/month \$4000/year	\$1500/year	-Anything less than \$1,500 must be discussed and signed off on internally -The more SMBs they plan to enroll, the lower you can put this number -Every SMB must still pay PWYC -Partners should get discounted rate with annual cost maxing at \$3000/year

CUSTOMIZATION CHEAT SHEET



	CUSTOMIZATION	DETAILS	COST (USD)
SLAPcenter	Branded Login Page	Custom landing / login page to SLAPcenter	\$2,500
SLAPexperts	Custom Recruited	We recruit and certify based on Partner needs	\$2,000 / Person
	Partner Team Certified	We certify Partner Team and they do Strategy Calls	\$1,000 / Person
SLAPmanagers	Custom Onboarding & Management	Customer Journey documented and SMs trained	\$1,000
SLAPschool	Custom Events & Trainings	Virtual or Live SLAP Training Events	\$250Virtual -\$2,000Live
	Custom Connecting Campaigns	Connecting Campaigns created and added to SLAPs	\$250
	Cheat Sheets / Content	Special Build or segment specific Cheat Sheets	\$250
SLAPworld	Custom Promotions & Contests	Giveaways, contests, promotions and campaigns	\$2,500
	Custom Events & Gatherings	Localized Gathering of all cohort members	\$2,500
	Local Showcases / SMB Promotions	Community event to feature the SMBs	\$5,000
	Partner Only Leaderboard	Leaderboard showing only cohort member rankings	\$1,000