

# BUSINESS PARTNER GUIDE

All you need to know about  
partnering with Lenovo

**Lenovo**<sup>™</sup>

**Lenovo**<sup>™</sup>

Partner  
Advantage  
Program

# A GLOBAL TECHNOLOGY LEADER

with \$43b in sales, 52,000 people, and customers in 160+ countries.

**\$43B**

global technology company

**202**

on the global fortune 500 list

**52K**

employees

customers in

**160+**

countries

## WHY LENOVO

### World Leaders in Total Business Technology

As the world's #1 PC Company, we have a responsibility to lead in our industry and unrivaled capability to deliver a total technology ecosystem, equal to the challenges of fast-evolving commercial environments.

For business that crave innovation but need reliability, that demand performance but require value, we utilise the efficiencies of our global scale and reach across data centres, client and mobile devices, to offer our customer cutting-edge solutions that scale and flex to deliver value throughout their life cycle.



# BOOST YOUR BUSINESS WITH THE LENOVO PARTNER NETWORK

Start profiting from the  
world's #1 PC brand.

## Simple, Consistent & Profitable

In order to accelerate the growth of our Business Partners, we have designed our programs, product portfolio, distribution model and sales coverage to be simple, consistent and profitable.

# 1

## LENOVO PARTNER PORTAL

The Lenovo Partner Portal (LPP) website provides access to product, sales and marketing tools for Lenovo Partners.

# 2

## BECOME A PARTNER

Not a partner? See how easy it is to join the Lenovo Partner Network and start profiting from the world's #1 PC brand.

# 3

## TOP PARTNER RESOURCES

Visit the Resources page on the LPP website to find the most popular Business Partner content and tools to help you sell.



# BECOME A LENOVO PARTNER

Experience the benefits of partnering with a world leader in client, data center and mobile products.

Lenovo has the unique ability to deliver a technology single-vendor ecosystem like no other, providing products that are complemented by expertise in services and software covering the full technology spectrum.

## REGISTERING IS EASY

**STEP 1** Fill out and submit your Lenovo Partner Portal application. It's as quick as 5 minutes.

**STEP 2** Within 24 hours you should receive confirmation that your application is under review.

**STEP 3** In as few as 5 days, you should receive your approval and you can start selling.

Australia & New Zealand register at [lenovo.com.au/lpa](https://lenovo.com.au/lpa)

## KEY ENGAGEMENT POINTS

### Dedicated Lenovo Distribution Teams

As a Lenovo Channel Partner you are able to take advantage of readily available sales resources within our Authorised Distribution Teams. These teams have access and expertise for all things Lenovo. They are an extension of Lenovo and they hold the same deliverables as your Lenovo representatives.

### Product Teams

Our Distribution Lenovo Product Teams are in place to ensure that all things Lenovo are easily visible, clear and ready for you to leverage. The product teams consist of a Key Product Business Manager; responsible for maintaining stock levels, pricing communications and clear strategy towards supporting your business. The Product Business Managers are accompanied by internal Product Specialists.

These are the people who have complete understanding of the mechanics behind the Distribution Business and Lenovo. Through the Lenovo Product Team, you gain access to a vast knowledge of Lenovo and how it can best be delivered to you through the specific Distributor. Partner with these teams to ensure you are maximizing your access to the experts.

### Business Development Managers

Within each Distributor, Lenovo has dedicated BDM's who are focused on specific territories and growth segments. These sales resources function similarly to the way Lenovo Account Executives do. They are outbound to drive strategic business growth and deliver a better overall experience for you. Get to know these team members so you can drive efficiencies and gain the strongest possible distributions support available to you.

## Stock Availability

Our Authorised Lenovo Distributors have TopSeller stock readily available, so you can quickly close your opportunities and work on the next one. TopSeller models are kept in stock to help you deliver and gain access to benefits such as bonus bundles and LPA dollars.

NB: Your LPA dollars can only be claimed for purchases made via these Authorised Distributors.

## Lenovo Direct Sales Support

Through your Partnership with Lenovo, you are afforded the opportunity to have strategically aligned sales experts who will provide you with confidence and work to deliver you results. When Logged into the Partner Portal you will be able to see your Inside Sales Representative and here you can access their direct contact information.

## Lenovo Account Managers

As a Lenovo Business Partner you are assigned dedicated Lenovo Sales Teams to provide you with expertise and general support. The intensity of the sales engagement depends on your partner status.

- Platinum Partners are assigned Dedicated Account Executives and Internal Sales Representatives. This allows you to have clear strategic engagement with the outbound AE, whilst ensuring things run as smooth as possible in the background with the ISR driving the process to closure on your behalf.
- Gold/Silver Partners are assigned a dedicated Internal Sales Representatives to help ensure that immediate action is taken and the business is internally driving to provide you with the support you require.
- Registered Partners have access to a Lenovo Sales Support line where they can have a Lenovo Internal Sales member help provide them with details on their sales requirements.

# AUTHORISED LENOVO DISTRIBUTION PARTNERS

## AUSTRALIA

### **DICKER**

D A T A

1800 688 586 | [Lenovo@dickerdata.com.au](mailto:Lenovo@dickerdata.com.au)  
[www.dickerdata.com.au](http://www.dickerdata.com.au)



02 9381 6000 | [Lenovoteam@ingrammicro.com.au](mailto:Lenovoteam@ingrammicro.com.au)  
[www.ingrammicro.com.au](http://www.ingrammicro.com.au)



1300 100 100 | [Lenovo@synnex.com.au](mailto:Lenovo@synnex.com.au)  
[www.synnex.com.au](http://www.synnex.com.au)



1300 362 525 | [aus-sales@avnet.com](mailto:aus-sales@avnet.com)  
[www.avnet.com.au](http://www.avnet.com.au)

## NEW ZEALAND

### **DICKER**

D A T A

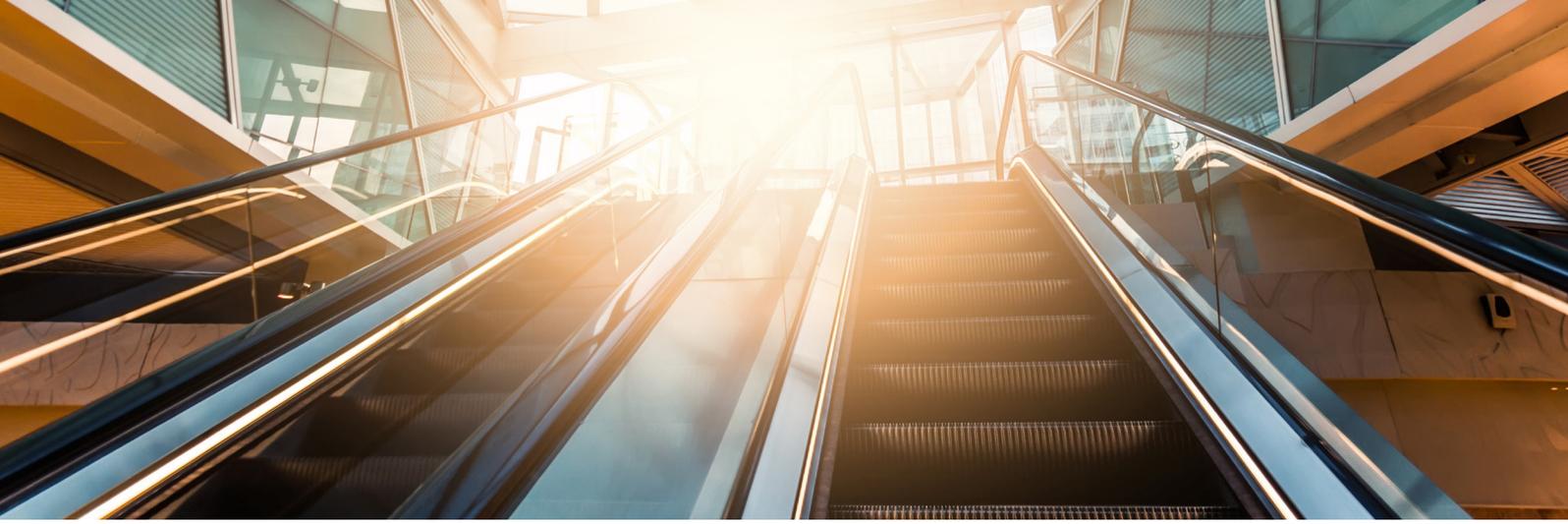
0800 337 253 | [accounts@dickerdata.co.nz](mailto:accounts@dickerdata.co.nz)  
[www.dickerdata.co.nz](http://www.dickerdata.co.nz)



0800 464 726 | [nzLenovo@ingrammicro.co.nz](mailto:nzLenovo@ingrammicro.co.nz)  
[www.nz.ingrammicro.com](http://www.nz.ingrammicro.com)



0 927 150 01 | [Lenovo@synnex.co.nz](mailto:Lenovo@synnex.co.nz)  
[www.synnex.co.nz](http://www.synnex.co.nz)



# OUR FUTURE

## Growth Plan

Now that you have become a Lenovo Registered Business Partner, you have the opportunity to grow within the partner program. The best way to do this is through execution of a clear plan. Your Lenovo Sales Team will work closely with you and your teams to ensure you get the most from Lenovo. This is your chance to maximize the returns for your efforts.

You are encouraged to engage closely with your Lenovo sales team to drive results that will allow you to be considered for promotion within the partner tier levels. Lenovo evaluates partners based on a minimum 12 months' results to determine suitability for status change in the program. This allows Lenovo to identify consistency and growth patterns of key partners. Consistent under-performance will also be reviewed for a status change.

The key areas of focus considered for any status change within the program are:

- Clear understanding and support of Lenovo Strategy
- Developed relationship, increased sales quarter on quarter & strong pipeline engagement

The next tier level after Registered Business Partner is **SILVER** Partner. To reach Silver Status; you will need to meet the required revenue targets each quarter. This means a minimum of 12 months of proven over-achievement of the expected revenue target for Silver Partners. Speak to your Lenovo team for more information.

As a Silver Partner, you'll receive rebates for meeting quarterly revenue targets and support from our dedicated Lenovo sales team, access to special bid pricing & Discounted Demo Pricing for Lenovo Products.

All Silver Business Partners are encouraged to not only meet, but to exceed their quarterly targets so they can work towards the next level of membership - **GOLD**.

## Partner Portal

Through the Lenovo Partner Portal you have the ability to find answers to many questions you may have. There are readily available tools to show you visual step by step How To Guides, Product Competitive Guidelines, MDF Submission process manuals, Brand Marketing Guidelines and much more. Visit the Lenovo Partner Portal to access these resources today – [www.lenovo.com.au/lpa](http://www.lenovo.com.au/lpa)



Thank you for your continued support  
and we look forward to partnering  
with you in the coming year.

**BRENDAN LAU**, Channel Sales Director Lenovo Australia & New Zealand



## CONTACT US

### Lenovo Services/Support

When your customer requires assistance in Lenovo Services, there are a number of contact points for you to engage with. The following are the phone and website details for your reference:

### Lenovo Services

**Australia:** 1800 041 267

**New Zealand:** 0508 770 506

<http://support.lenovo.com/au/en/contactus>

**Lenovo**

**Partner  
Advantage  
Program**

**Lenovo Partner Advantage**

**Email:** [lpa@lenovopartneradvantage.com](mailto:lpa@lenovopartneradvantage.com)

**Australia:** 1300 165 747

**New Zealand:** 0800 451 744

**Lenovo**™