



Statement of Work

Salesloft Cadence Strategy

Summary

Salesloft, Inc. (“We” or “Salesloft”) is pleased to propose this Statement of Work (“SOW”) to Customer (“You” or “Customer”). This Statement of Work sets forth the scope of Professional Services to be provided by Salesloft to Customer, identified in the Order Form (and subject to payment of fees as set forth in the Order Form), in connection with Customer's access and usage of Salesloft's Subscription Services.

Scope

This is a packaged service with a predefined scope and schedule of interactive workshops. The scope of this Statement of Work is limited to the deliverables and Professional Services outlined below, and specifically excludes any business requirements not listed below and any perceptions or assumptions based on conversations or product demonstrations that took place during the sales process.

Activities

Salesloft will facilitate a series of activities and cadence strategy workshops, for the Client team, with a goal of prioritizing new cadences to be created and deployed to end users. The following tasks will be executed for this team:

- Kickoff (30 mins)
- Discovery (30 mins)
- Cadence Best Practice & Strategy Workshop (2 hours)
- Cadence Strategy Workshop (2 hours)
- Documented Cadence Framework Recommendations (up to five)
- Post Workshop Review Sessions (one 30-minute session, one 60 minute session)

Kickoff and Project Planning (30 mins)

The kickoff meeting will focus on setting expectations for the project and ensuring alignment with the team members who will be impacted by the outcome of this engagement. The Salesloft team will also conduct discovery to gather information to ensure success in the project. As a part of this meeting, we will:

- Identify key stakeholders
- Assign team members and responsibilities
- Review approach and project scope
- Set timelines and project plan

Discovery Session (30 - 60 mins)

This 30-minute Discovery session will allow Salesloft to get immersed in current-state of the Client sales team. This discussion will cover Client's current-state sales team structure, objectives, and sales process to inform the following Cadence Best Practice and Strategy.

- Discuss current sales engagement process(es) and related touchpoints
- Discuss a typical 'day in the life' of sales representatives
- Discuss pain points desired to be solved by Salesloft

Cadence Best Practices & Strategy Session (2 hours)

This 120-minute planning session will allow the Salesloft team to present the latest and greatest data-driven cadence best practices to set the stage for what great cadences look like in the marketplace today. This session will also facilitate a collaborative discussion on initial cadence discovery to ensure all stakeholders are best prepared for the workshop. Session topics will include:

- The Salesloft team will present and share cadence and content best practices presentation
- Client-specific inputs to define the specific cadences and associated key messages that need to be created as an outcome of the workshop.
- Discussion topics will include overview of customer go-to-market, ideal customer profile, buyer personas, and known high-priority cadence use cases.

Cadence Strategy Workshop (2 hours)

This 120-minute interactive workshop session to prioritize Client opportunities to leverage best-practice Cadences and apply them in Client's unique business context.

Workshop will include:

- Orientation to virtual collaboration tool to be used in workshop
- Recap of findings
- Brainstorm of Cadences, content and processes to support the team's sales motion
- Interactive prioritization exercise to determine high-priority cadences for cadence framework buildout (up to 5).
- The output of this activity will be a Cadence Plan which will identify top priority cadence frameworks and serve as an input to content creation.

Cadence Recommendations & Frameworks (1 hour)

Salesloft will meet with Client in a 60-minute meeting to deliver documentation and best practices for up to five (5) prioritized cadence frameworks, as prioritized by Client in Cadence Strategy Workshop. Cadence frameworks will include cadence duration and steps over time, as well as best-practice guidelines for content to include in Cadence Steps. Client is responsible for all content development and messaging for final cadences.

Cadence Review Sessions and Project Close (1.5 hours)

After final Cadence Frameworks have been delivered, Salesloft will meet with Client to ensure successful completion of Cadence messaging and rollout to end users.

- Two weeks after presentation of Cadence Frameworks, the Salesloft team will arrange a 30-minute check-in to review status and performance of new cadences.
- Four weeks after presentation of Cadence Frameworks, the Salesloft team will arrange a 60-minute meeting to review status, cadences performance, and recommend action items to improve performance. At the end of the Consulting session, Salesloft and Client Project Leads will review completed project tasks, discuss next steps, and conclude the engagement.

Timeline

The following timeline represents the durations required to execute each of the activities within scope of the engagement. Upon kickoff of the engagement, a detailed project plan will be created and reviewed with the Client team.

This SOW includes a project duration of up to 8 weeks.

- Week 1
 - Project Kickoff
 - Discovery Session
- Week 2-3
 - Cadence Best Practices & Strategy Session
 - Cadence Strategy Workshop
- Week 4
 - Cadence Recommendations & Frameworks
- Week 6
 - Cadence Review Session
- Week 8
 - Cadence Review Session & Project Close

Professional Services shall end on a date to be mutually agreed upon in writing (email acceptable) by Salesloft and Customer. End date shall fall within the Timeline outlined in this SOW. If the date initially agreed upon is subsequently rescheduled at Customer's request to an earlier or later date outside of 5 business days of the originally scheduled end date, Salesloft reserves the right to charge a rescheduling fee equal to 10% of the estimated total Professional Services fee under this SOW Prior to application of discount.

Project Assumptions

In addition to any other responsibilities or duties described in this SOW, set forth below is a list of the obligations for which Customer is responsible, conditions on Salesloft's performance, and assumptions upon which Salesloft has relied in agreeing to perform the Professional Services described in this SOW.

- Customer will ensure stakeholders are available and able to participate in project meetings as required, according to the project plan and timelines.
- Salesloft and Customer will both identify and provide Project Leads to serve as primary point of contact for each party throughout the engagement.
- Project backlog and tasks will be managed through Salesloft project management tool. Client stakeholders will receive invitations to collaborate in tools, as necessary.
- Customer Project Lead will brief their project team on Salesloft technology and Customer goals and objectives prior to kick-off call.
- Customer holds primary responsibility for data quality of sufficient standards to achieve Customer goals.

- Customer will provide all data, systems and connectivity necessary for Salesloft to perform its obligations under this Statement of Work. Salesloft conducts commercially customary background checks on all new employees.
- Customer is responsible for any configuration, customization or installation of CRM features (including AppExchange packages). Salesloft Professional Services resources will not request or accept administrator permissions in Customer's CRM instance.
- This project includes up to 28 hours of Salesloft Consultant or Strategy Consultant time.
- All Professional Services will be delivered in English, and during US and/or UK time zone standard working hours.

Customer Cooperation

Customer will cooperate reasonably and in good faith with Salesloft in its performance of Professional Services by, without limitation:

- Allocating sufficient resources and time to perform any tasks reasonably necessary to enable Salesloft to perform its obligations under each SOW.
- Delivering in a timely manner any customer collateral and other obligations required under each SOW.
- Responding in a timely manner to Salesloft's inquiries related to the Professional Services.
- Actively participating in scheduled project meetings, completing accurate and timely information, data and feedback all as reasonably required.

Location of Work Facilities

With the exception of any onsite service additions specified under Implementation Fees, all the Professional Services under this SOW shall be performed remotely.

Services Start Date

Professional Services shall begin on a date to be mutually agreed upon in writing (email acceptable) by Salesloft and Customer. If the date initially agreed upon is subsequently rescheduled at Customer's request to a later date within 14 days of the originally scheduled start date, Salesloft reserves the right to charge a rescheduling fee equal to 10% of the estimated total Professional Services fee under this SOW.

Change Requests

The Implementation Fees outlined above are for the Professional Services outlined under Scope. Any additional system functions, business processes, source systems, etc. identified during the Project may increase the overall Implementation Fees and/or timeline. Any such change must be agreed upon by both parties in a Change Order to this Statement of Work. Additional Fees may also be required in the event that Customer does not complete the Project Assumptions or Customer Cooperation requirements in a timely manner, including where timelines must be modified due to such failure to complete.

Travel Expenses

Salesloft will invoice Customer separately for fees and expenses incurred in performing the Professional Services. Where the parties mutually agree that all or a portion of the Professional Services covered by this SOW will be provided on-site or in-person, Customer shall be responsible for the travel and out-of-pocket expenses (including but not limited to, transportation, lodging, meals, authorized purchases of data and other customary travel expenses) of the Salesloft personnel involved.

Cancellation

No refunds or credits of Professional Services fees will be issued for cancellations made following the effective date of this SOW, which shall be the same (unless

otherwise stated herein) as the effective date of the Order Form attached hereto.