Salesloft.

Appendix B- Salesloft Consult Program: Professional II Description of Services

Salesloft Consult Program: Professional II

Details

Summary

The Consult Program Services (as defined below) forth in this document shall be made available to Customer as of the start and end dates set forth on the applicable Order Form (the "Consult Program Subscription Term"), subject to the payment of applicable fees, which are also set forth on the applicable Order Form. For the avoidance of doubt, the Consult Program Services are distinct from any Subscription Services Customer may have obtained access to pursuant to Service Order, but are designed to supplement, support and enhance Customer's access and use of such Subscription Services; accordingly, unless mutually agreed upon otherwise in writing, the Consult Program Services Subscription Term will align with the subscription term of the Subscription Services, including for any renewal(s), if applicable.

Services Summary

General Scope

The scope of Salesloft Consult Program is limited to services outlined below (the "Consult Program Services"), which are to be made available during Consult Program Services Subscription Term, and specifically excludes any business requirements or services not listed below and any perceptions or assumptions based on conversations or product demonstrations that took place during the sales process. The Consult Program Services outlined below will be performed against up to one (1) production instances of Salesloft, one (1) test instance of Salesloft's SaaS platform and can incorporate one (1) integrated instance of Salesforce, HubSpot, or Microsoft Dynamics ("CRM") per instance of Salesloft's SaaS platform. Any additional instances and/or a CRM other than Salesforce will require additional Services and a change order to amend this Description of Services.

Description of Consult Program Professional II

The Consult Program includes certain post implementation services and are comprised of the following types of services:

- Weekly Status & Consulting Block
- Monthly Program Status, Reporting & Prioritization
- Quarterly Health Assessment
- Cadence Reviews

- New Product Release Training
- CRM Reporting Advisory Workshops
- CRM Integration Review
- Automation Workshops
- End User Q&A Sessions
- Manager Q&A Sessions
- Cadence Committee Consulting
- Deals Dashboard Configuration & Review
- Salesloft Consulting Working Blocks

Your Consult Program Services team may consist of the following Salesloft functions:

- Lead Consultant
- Associate Consultant
- Solution Architect

Description of Types of Consult Program Services

Program Management Activities

Your dedicated Consulting Services Consultant will run your Consult Program engagement with you as follows:

Kickoff & Planning

Salesloft and Customer will kick off the Consult Program Services via a 60 minute meeting with all project stakeholders. In this meeting, we will review the project scope, timeline, schedules, and confirm initial priorities and next steps.

Weekly Status & Consulting Block

Salesloft and Customer will set a weekly 60-minute recurring meeting. This meeting will review tasks completed in the prior week, a demo of new functionality, priorities for the upcoming week, any risks or blockers, and working time for the team to collaborate on new ideas and functionality.

Monthly Program Status, Reporting & Prioritization

Once per month, Salesloft and Customer will meet to discuss high-level goals and objectives to ensure work efforts are focused on the right priorities.. It is recommended that both Customer project sponsors and day-to-day stakeholders attend this session to ensure the project time and budget are used most effectively to deliver value for Customer.

Salesloft will lead a monthly 60-minute Program Status meeting with key stakeholders across the business. Monthly Status agenda will be:

- Program updates & work completed
- KPIs, reports & trends
- Insights and recommendations from the data
- Risks
- New requests & program priorities
- Backlog prioritization

- Retrospective

Quarterly Health Assessment

Once per quarter, Salesloft will complete a Health Assessment of Customer Salesloft account. Salesloft and Customer will meet once per quarter for 60 minutes to review findings and recommendations to ensure Salesloft configuration aligns with best practices and supports Customer business needs.

Program Activities

The following activities and deliverables are included in scope for your Consult Program.

Cadence Reviews

Salesloft will evaluate up to two (2) Customer cadences per quarter and provide written recommendations for improvement. Customer is responsible for selecting which Cadences should be reviewed. If Customer does not provide priority Cadences, Salesloft will review and provide written recommendations for the Cadences with highest usage.

New Product Release Training

Salesloft will provide one (1), training session per quarter to walk through new product features and potential impact to Customer usage of Salesloft. Training session will be up to 60 minutes in length, and may be recorded and shared for Customer distribution to users.

End User Q&A Session

Salesloft will provide one (1), end user Q&A session per quarter to engage with Customer End Users and answer any questions they may have on day to day usage of the platform. Q&A session will be up to 60 minutes in length, and may be recorded and shared for Customer distribution to users.

Manager Q&A Session

Salesloft will provide one (1), Manager Q&A session per quarter to engage with Customer Sales Managers and answer any questions they may have. Manager session may be focused on Manager-centric topics like reporting, coaching, Conversations, Deals, etc. Q&A session will be up to 60 minutes in length, and may be recorded and shared for Customer distribution to users.

Deals Dashboard Best-Practices Session (if Customer has the right to access Deals functionality)

Salesloft will facilitate one (1), 60-minute Deals Dashboard Configuration & Review Session per quarter to walk through Customer priority Deals Dashboards, assess usage against best practices, and provide recommendations for enhanced usage of the Deals Platform.

CRM Reporting Advisory Workshops

Salesloft will facilitate up to two (2), 60-minute CRM Reporting Advisory Workshops per quarter to walk through Customer Dashboards and Reports in CRM to ensure Salesloft data is flowing properly and providing meaningful information for users within CRM. Salesloft may engage a Solution Architect resource in these Workshops to assist with any technical complexities, as necessary.

CRM Sync Status & Report

Each quarter, Salesloft will prepare a report of Salesloft and CRM integration sync, including Sync Errors and Error Logs. Salesloft will facilitate one 60-minute CRM Sync Status Workshop with Customer Salesloft and CRM Admin resources to review report and provide recommendations for troubleshooting, if necessary. Salesloft may include a Solution Architect resource in this Workshop to assist with any technical complexities, as necessary.

Automation Rule Audit & Configuration Workshops

Each quarter, Salesloft will facilitate one (1), 60-minute Automation Rule Workshop with Customers to provide best-practice guidance and advisory services on Customer Automation Rules. Salesloft may include a Solution Architect resource in report and Workshop to assist with any technical complexities, as necessary. Services may include:

- Automation Rule Best-Practices
- Automation Rule errors & troubleshooting
- New Automation Rule advisory services

- New Automation Rule configuration services

Salesloft will not activate any new Automation Rules in Customer account without approval from Customer.

Salesloft Cadence Committee Consulting

Salesloft will facilitate a quarterly 60-minute Cadence Committee meeting with key stakeholders across the business to drive alignment, adoption, and performance of most critical Salesloft cadences. In this meeting, Salesloft will provide a report of the highest-performing cadences and supporting content, the lowest-performing cadences and supporting content, and provide recommendations for cadence content and process improvements to drive more buyer engagement. The outcome of this meeting will be to define next steps for cadence improvements, determine new cadences to be built, identify existing cadences to be shut down, and populate the Program backlog with new tasks for prioritization.

Each month, this meeting may include no more than 10 attendees from Customer business. Customer Program Lead is responsible for determining attendees and ensuring the proper attendees attend Cadence Committee sessions. Common attendees include:

- Sales Ops
- Sales Enablement
- Sales Managers/Directors/VP's
- Salesloft System Admins

- Marketing Operations
- Demand Generation
- Sales Power Users

Salesloft Consulting Working Blocks

Salesloft will provide additional consulting services via up to ten (10) scheduled 60-minute working blocks per quarter. Blocks will be scheduled weekly, and ad-hoc, as agreed upon by Salesloft and Customer. These Working Blocks will allow Salesloft and Customer to complete tasks and priorities set from the Weekly Status. Solution Architect may be available for up to five (5) of the ten (10) working blocks. Customer is not required to attend these working blocks, but may be invited to participate in these additional meetings where it may be necessary to complete tasks collaboratively. Services may include:

- Salesloft administrative consulting
- Salesloft system configuration
- Cadence best practices
- Cadence setup
- Cadence testing & optimization
- Configuration of Salesforce or Dynamics features which are directly related to the configuration and use of Salesloft features, including:
  - CRM field mapping
  - Custom fields on the Lead, Account, Contact, Opportunity and Activity objects.
- Salesloft governance best-practice consulting
- Salesloft Reporting & analytics
- End user training

- Manager coaching & training
- Admin coaching & training
- Technical issue escalation and troubleshooting
- Customer use case support & troubleshooting
- Customized Best Practice Session(s), based on requirements provided by the Customer
- Customized enablement videos (requires further discovery to determine quantity and content).
- Salesloft Expert Q&A Sessions.
- Review user configuration and activity measures.
- Review of current engagement strategy and recommendations for optimization.

Customer will collaborate with the Salesloft Consult Program team to set a directional roadmap monthly to help guide and establish top-level priorities. Customer and Consulting Services will work to focus on prioritized activities, provided that these may be changed on a monthly basis to support new or changing customer business needs and anticipated business outcomes. For the avoidance of doubt, prioritization does not indicate that any particular objective will be accomplished during the monthly period.

Project Assumptions

In addition to any other responsibilities or duties described herein, 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 Consult Program Services described.

- Salesloft and Customer will both identify and provide Program Leads to serve as primary point of contact for each party throughout the engagement. Customer will ensure stakeholders are available and able to participate in program meetings as required, according to the program plan and timelines.
- Customer Program Lead will brief their project team on Salesloft technology and Customer goals and objectives prior to kick-off call.
- Project backlog and tasks will be managed through Salesloft project management tool. Customer stakeholders will receive invitations to collaborate in these tools, as necessary. Customer stakeholders who access the project management tool agree to do so in accordance with all terms and conditions.
- Customer is solely responsible for providing data quality of sufficient standards to achieve Customer goals.
- While Salesloft may advise or provide best practices, Customer remains responsible for final decisions on whether to implement or retain any suggestions or changes proposed by Salesloft with respect to its instance of Salesloft's SaaS platform or its business.
- Salesloft may provide best practice cadence frameworks. However, Customer is responsible for all content to be used within cadence frameworks.
- Customer will provide all data, systems and connectivity necessary for Salesloft to perform its obligations under this Description of Services.

- Customer is responsible for any configuration, customization or installation of Salesforce features (including AppExchange packages). Salesloft Services resources will not request or accept administrator permissions in Customer's CRM instance.
- The duration of meetings noted above are intended to serve as "not to exceed" limits and certain meetings may end sooner, in the event that there are no issues requiring the parties to continue to take part in the meeting.
- All Consult Program Services will be delivered in English, and during US and/or UK time zone standard working hours.

The following activities are considered out of scope and will not be delivered by Salesloft pursuant to Consult Program Services.

- CRM advisory services not directly related to the provisioning and use of Salesloft features.
- Writing, troubleshooting or configuration of any custom code (e.g. Apex, API, Visualforce) or performance of other custom development.
- Salesforce sandbox and/or production configurations by Salesloft team.
- Cadence copywriting
- Configuration of any 3rd party applications that are integrated with Salesloft (including, but not limited to, Salesforce, Vidyard, LinkedIn, 6sense, ZoomInfo, etc.)

Customer Cooperation

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

- Allocating sufficient resources and time to perform any tasks reasonably necessary to enable Salesloft to perform its obligations, including promptly making the semi-monthly selections as noted in this Description of Services.
- Delivering in a timely manner any Customer collateral and other obligations required
- Responding in a timely manner to Salesloft's inquiries related to the Consult Program Services.
- Actively participating in scheduled project meetings, completing accurate and timely information, data and feedback all as reasonably required.

Location of Work Facilities

Unless otherwise agreed to in writing, all the services under this Description of Services shall be performed remotely.

Additional Terms

Term and Termination

Salesloft Consult Program Services are provided as a subscription to be provided during the Consult Program Services Subscription Term and are not based on deliverables or usage. Customer's decision to not utilize or failure to request certain components of the Consult Program Services during the Consult Program Services Subscription Term (including any such Services provided on a weekly, monthly or quarterly schedule) shall not waive or limit the amounts payable for such Services, and no refunds or credits will be issued for any

Consult Program Services which are not used during the Consult Program Services Subscription Term. Furthermore, Salesloft will have no obligation to perform services typically provided on a semi-monthly, monthly, or quarterly schedule but were not performed due to the Customer's decision to cancel or otherwise not participate (including, but not limited to, Customer's cancellation of meetings required to support, if applicable), and no Consult Program Services which have not been performed during a Consult Program Services Subscription Term will roll over to a subsequent Consult Program Services Subscription Term. The Consult Program Services may not be terminated, except as expressly permitted in the Master Subscription Agreement and/or other agreement governing Customer's access and use of Services ("Agreement").

Renewal of the Consult Program Services described in this Description of Services will be subject to the same terms as the other Subscription Services covered by the applicable Order Form and Agreement.

Fees and Change Requests

Fees are due and payable in accordance with the Order Form and Agreement. For the avoidance of doubt, the fees outlined above are for the Services outlined under the Scope and Consult Program Services sections of this Description of Services. Customer's election not to request or require the full extent of the Consult Program Services made available hereunder to be performed will not modify or reduce amounts payable, and no refunds of fees paid shall apply. The pricing currently provided is based on Salesloft's understanding of the specific needs the Customer has communicated to

Salesloft at the time of the execution of the applicable Order Form, and in the event that the scope of Consult Program Services to be provided by Salesloft must be changed due to the specific needs of the Customer being different from Salesloft's understanding, Salesloft may require a change order and/or the payment of additional fees at anytime during the Consult Program Services Subscription Term. Furthermore, any additional services, system functions, business processes, source systems, etc. identified during the program may also increase the overall fees and/or timeline. Any changes must be agreed upon by both parties in a change order to this Description of Services. Notwithstanding the foregoing, the Consult Program Services are a subscription offering and Salesloft is not required or obligated to accommodate changes to the subscription program, provided that specific, mutually agreed upon, one-time professional services may alternatively be addressed through a separate statement of work.

Travel Expenses

Salesloft will invoice Customer separately for fees and expenses incurred in performing the Consult Program Services. Where the parties mutually agree that all or a portion of the Consult Program Services covered by this Description of Services 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.