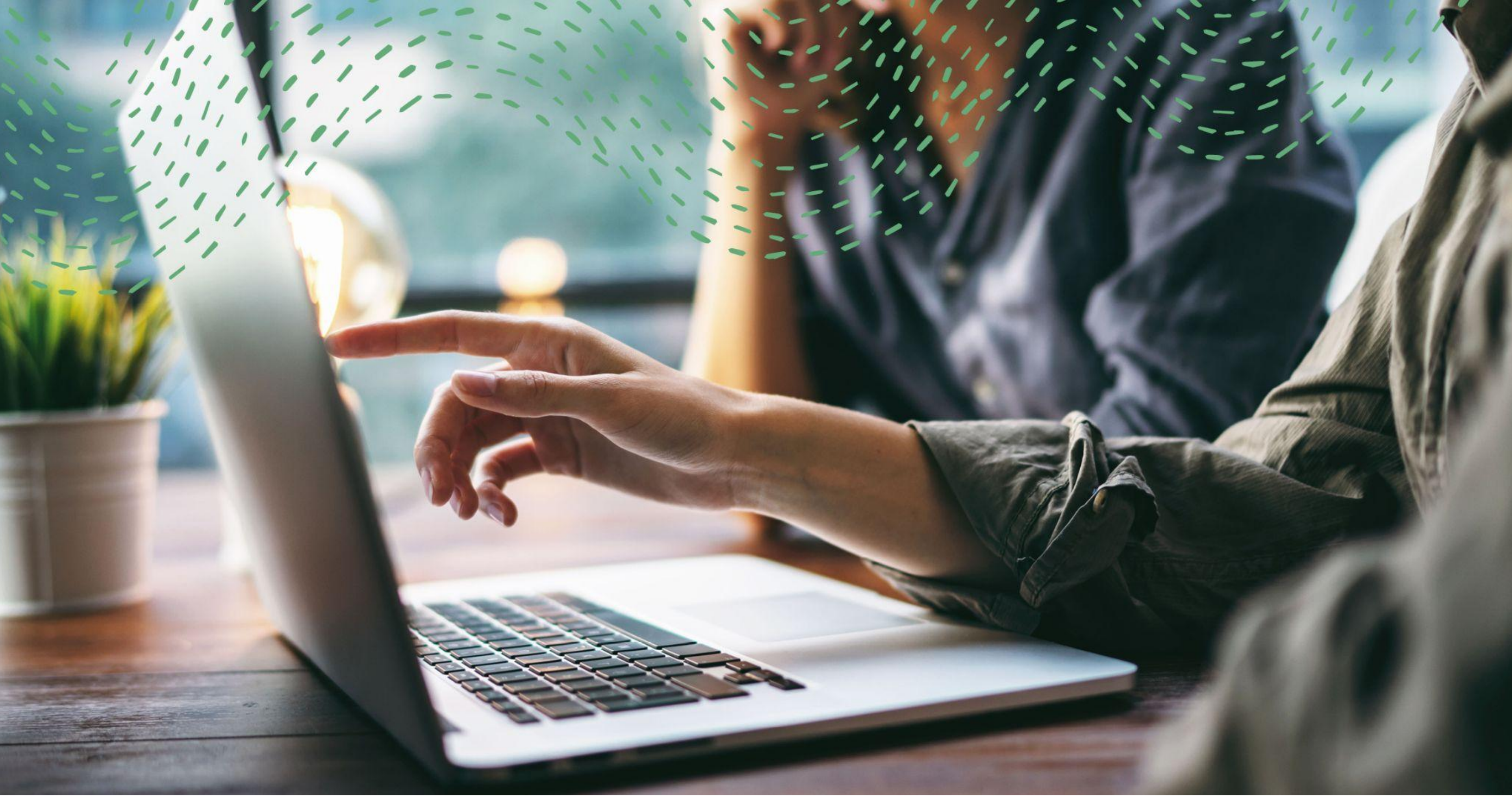

Statement of Work

Salesloft Onboard Professional

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.

We have provided an approach that is designed to achieve Customer’s strategic goals and ensure a smooth organizational transition. Our approach offers innovation and agility while managing costs predictably.

Scope

This is a packaged onboarding with a predefined scope and schedule of interactive workshops. The scope of this Statement of Work is limited to the materials 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. The Professional Services outlined below will be performed against one (1) instance of Salesloft and can incorporate one (1) instance of an approved CRM, including Salesforce, Microsoft Dynamics 365, or HubSpot CRM (“CRM”). Any additional CRM instances and/or a CRM other than

Salesforce, Microsoft Dynamics 365, or HubSpot will require additional Professional Services and a Change Order to amend this SOW.

Phase 1: Plan

The Plan phase includes Project kickoff and alignment on project plan with core Customer project team.

Project Kickoff:

The following tasks will be addressed during this virtual, 1-hour workshop.

- Finalize key project stakeholders.
- Review workshop sequence and onboarding timeline.
- Review Customer’s requirements & considerations.

Planning and Strategy Workshop:

The following tasks will be addressed during this virtual, 1-hour workshop.

- 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.

The following tasks must be completed by Customer following this workshop but before the next scheduled workshop.

- Determine internally which processes and touchpoints you will configure as cadences.
- Gather any existing templates or content which will support the cadences.

The Plan phase is complete when:

- Timeline has been agreed.
- Customer project roles have been assigned.

Phase 2: Configure

The Configure phase consists of up to four (4) 1-hour and two (2) 30-minute, interactive workshops, in concert with your CRM Administrator.

CRM Configuration:

The following tasks will be addressed during this virtual, 1-hour workshop.

- Demonstrate Salesloft field creation and configuration of CRM field mappings.
- Demonstrate configuration of Stages and review best practices.
- Review Account Management settings and related best practices.
- Demonstrate configuration of CRM Connector
- Introducing ‘Insight from Salesloft’ AppExchange package (for Salesforce customers).
- Discuss plans for importing practices and assist in inbound automation if needed.

The following tasks must be completed by Customer following this workshop but before the next scheduled workshop.

- Refer to provided support article and configure recommended field mappings for CRM.
    - Configure Stages using Customer terminology.

- Configure CRM Connector settings.
- Refer to provided support article and install ‘Insight from Salesloft’ AppExchange package and adjust field mappings, as appropriate (for Salesforce Customers).

Salesloft Admin Settings:

The following tasks will be addressed during this virtual, 1-hour workshop.

- Demonstrate creation of groups.
- Review roles and available permissions.

- Review the invitation process for Salesloft users.
- Demonstrate configuration of Automation Rules.
- Demonstrate configuration of standard Dialer features: (if licensed for use)
- Demonstrate configuration of Disposition and Sentiments.
- Demonstrate configuration of Email Settings; discuss importance of custom tracking domain.
- Highlight Conversations features (if licensed for use) and provide best practice guidance.

The following tasks must be completed by Customer following this workshop but before the next scheduled workshop.

- Refer to the provided support article and configure two (2) additional, best practice automation rules.
- Refer to the provided support article, coordinate with IT personnel and configure QoS settings.

- Provision phone numbers for Salesloft users, configure optional dialer features, as appropriate, and test the dialer feature. (if applicable)
- Refer to the provided support article, coordinate with IT personnel and configure custom tracking domain.
- Refer to the provided support article, configure Conversation X-Ray filters and customize Live Note Tags.
- Configure less common Salesloft settings, as appropriate.

Deals (and Forecast) Configuration: (if licensed for use, see Project Assumptions)

The following topics will be covered during this virtual, 1-hour workshop. It is intended for Customer's Salesloft Administrators. *This call will only be included for customers with Advanced or Premier license Editions.*

- Review Deal Management and Discuss Opportunity Dashboard
- Demonstrate configuration of post meeting workflow
- Showcase customizing a view and opportunity gaps

Content Creation and Strategy:

The following tasks will be addressed during this virtual, 1-hour workshop.

- Demonstrate configuration of cadences, templates, and snippets.
    - Configure and review one (1) cadence with up to three (3) steps and one (1) template for each step.
- Provide overview of cadence frameworks and brainstorm initial cadences for launch
- Share best practices on template and snippet creation

The following tasks must be completed by Customer following this workshop but before the next scheduled workshop.

- Refer to provided support article and configure one (1) additional cadence.
- Refer to provided support article and configure three (3) additional, best practice automation rules.
- Configure less common Salesloft settings, as appropriate.

Configuration Check-In Workshop:

The following topics will be covered during this virtual, 30-minute workshop as needed. It is intended for Customer's Salesloft administrator and/or CRM Administrator.

- Review completed work during the workshop and follow up on any outstanding items.
- Ensure that the Customer is on track to complete all configuration action items required.
- Review the overall health of CRM Sync, if applicable.

Configuration Wrap Up:

The following topics will be covered during this virtual, 30-minute workshop. It is intended for Customer's Salesloft administrator and/or CRM Administrator.

- Review & finalize work completed during and following prior workshops.
- Prepare for the Deployment phase.

Phase 3: Deploy

The Deploy phase consists of up to eleven (11) interactive, 1-hour sessions and two (2) 30-min sessions.

Enablement Review Workshop:

Ideal Attendees: Sales Enablement, Project Lead(s)

The following topics will be covered during this virtual, 30-minute workshop.

- Review work completed during and following prior workshops.
- Determine appropriate Training agenda for end-users.

Manager Training

The following topics will be covered during this virtual, 1-hour training workshop. It is intended for Customer's Salesloft managers and/or possible Power Users, if applicable.

- Discuss & demonstrate import process & determine strategy.
- Discuss & demonstrate day-to-day user functionality (running steps); determine areas to customize/cover during user training workshops.
- Review the differences between Administrator view and User view of Salesloft, highlighting the following.
  - Dialer Features–(if licensed for use)
  - Actions Forecast
  - Coaching/Analytics overview
  - Conversations overview
- Provide any additional support articles, per the topics discussed

Additional Admin/Manager Training: (if Deals or Forecast is licensed for use)

The following topics will be covered during this virtual, 1-hour training workshop. It is intended for Customer's Salesloft administrator, Managers, and/or possible Power Users, if applicable. *This call will only be offered for Advanced and Premier Editions.*

- Additional Conversations training and best practices
- Deals Overview and Discussion
- Forecast Overview and Discussion

The following tasks must be completed by the Customer following this workshop but before the next scheduled workshop.

- Create all necessary Templates/Cadences.
- Finalize import strategy.
- Determine plan & timeline for inviting Users.
- Develop plan for rollout of Deals and/or Forecasting as needed.

End-User Training - Fundamentals & Advanced (up to 4 Sessions total, 2 of each)

<u>Ideal Attendees</u>: End users for specific role(s)

The sample menu below provides examples of topics that can be covered during the virtual, 1-hour Fundamentals training and the virtual, 60-75 minute Advanced training workshops as needed.

You will work with your consultant to determine what should be covered in each training and how it should be covered with your users.

- Salesloft Introduction
- Salesloft Homepage and Personal Settings
- Cadence, Template and Snippet Creation
- Salesloft Best Practices
- Conversations
- Workflow execution

Deals (and Forecast): End-User Training (if licensed for use, see Project Assumptions)

The following topics will be covered during this virtual, 1 hour training. It is intended for Customer's end-users. *This call will only be included for customers with Advanced or Premier license Editions.*

- Deals overview and demo
- Best practices and common use cases

Team Q&A: (2 Sessions)

The following topics will be covered during these virtual, 1-hour Q&A workshops. They are intended for Customer's Salesloft end-users (e.g. the sales team) and Administrators and will be scheduled to occur in the final two (2) weeks of the onboarding process.

- Open forum discussion on best practices, workflows and any necessary troubleshooting.

Admin Analytics & Coaching Overview:

The following topics will be covered during this virtual, 1-hour analytics and wrap-up workshop. It is intended for Customer's Administrators.

- Review in-app Analytics.
- Provide best practices around strategies and workflows, based on results.
- Review 'Insight from Salesloft' dashboards, if applicable.
- Discuss common use cases for Coaching

Admin Q&A:

The following topics will be covered during this virtual, 30-minute meeting. It is intended for Customer's Administrators.

- Open forum discussion on best practices, workflows and any necessary troubleshooting.
- Review overall health of CRM settings, if applicable.

Project Close:

The following topics will be covered during this virtual, 1-hour wrap-up workshop. It is intended for Customer's Administrators.

- Review and provide additional support articles, as appropriate.
- Review the support portal.
- Discuss next steps and the hand-off process to the Salesloft Customer Success Team.

Roles and Responsibilities

While the Project Team will be more fully defined during the Kick-off call, below is a preliminary list of project roles and responsibilities.

Customer Role	Responsibility
Project Lead	The Project Lead acts as the main point of contact at the Customer. S/he is responsible for driving the definition of use cases and business requirements and will ensure delivery of scope as outlined in the SOW.
CRM Admin	The CRM Admin acts as a technology liaison for platform installation, field configuration, dashboard installation, and ongoing support in technical configuration of Customer systems as needed. S/he helps navigate the path to production and determine ownership of ongoing internal support.
IT/Security Lead	The IT/Security lead will be responsible for ensuring the proper configuration of VoIP network for QoS; setup CNAME for unique tracking link, and enable SSO for the team.
Content Team	The marketing team is optional during this engagement. In most cases Marketing assists with content creation for Cadences and ensuring the flow of inbound leads.
Sales Manager	The Sales Manager will serve as the expert for template and cadence creation as well as signing-off on the Admin configuration.

Sales Trainers	The Sales Training team will be crucial in aligning with the Salesloft team to train and deploy globally as well as create a library for any training resources created during the project.
Salesloft Role	**Responsibility**
Onboarding Consultant	The Onboarding Consultant is generally responsible for performance of Professional Services and delivery of materials outlined in the SOW.

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 identify, and make available for the duration of this project, one primary contact to act as Project Lead, as described under Roles and Responsibilities (above).
- 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.
- Any scope activities related to Salesloft Deals features are only applicable if licensed, and only if Customer is using Salesforce as the CRM.
- If Customer is adding new users and/or use cases to an existing, previously configured Salesloft platform, session agendas within the configuration phase may be modified to fulfill specific needs of customer for launch.
- 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.

Timeline

Plan	Configure	Deploy
Weeks 1 - 2	Weeks 3 - 6	Weeks 7 - 12
Kick-Off Workshop Planning & Strategy Workshop	CRM Configuration Workshop Salesloft Admin Settings Workshops Deals (and Forecast) Configuration (if licensed)* Content & Strategy Workshop Configuration Check-In Workshop*	Enablement Review Workshop Manager Training Workshops Additional Admin/Manager Training* End-User Training Workshops Deals (and Forecast) End-User Training (if licensed)*

	Configuration Wrap-up Workshop	Team Q&A Admin Analytics & Coaching Overview Workshop Admin Q&A Project Close

Timeline outlined above reflects the recommended timeline for each phase. Actual timeline for each phase may differ by one (1) - two (2) weeks, and will be determined in Plan phase and documented in final project plan. The maximum duration for the Professional Onboarding package is fourteen (14) weeks. Projects requiring additional workshops, consulting, materials and/or configuration outside of the scope and timeline detailed in this SOW will require a Change Order.

Workshops and calls will be conducted according to the indicated timeline. Requests to accelerate timeline or expedite calls will be subject to a change order and applicable fees.

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.