

Deal Registration: Frequently Asked Questions

To help you succeed with our Deal Registration Program and best understand our criteria for a qualified opportunity, please review the following information.

What We Look For:

At Grammarly, we follow the “BANT” framework to determine if a deal registration meets our deal registration program’s new opportunity qualification criterion.

☒ **Budget**

We verify whether an estimate of the customer’s budget has been included in the registration. Including an estimate helps our partners and Grammarly Account Executives understand the opportunity at the start of the co-sell process.

☒ **Authority**

We verify that the customer contact listed on the Registration holds a specific job title at the Manager level or above. This helps us understand that the individual has the proper authority to procure Grammarly. Customer contacts with vague, lower-level job titles or non-corporate email addresses (like gmail.com, yahoo.com, etc.) may be denied.

☒ **Need**

We verify that the customer demonstrates a clear need that Grammarly can address. While pricing inquiries are a part of the process, we’re looking for a deeper understanding of the customer’s challenges and how Grammarly can help. A discovery call with the customer is a great way to validate their need and align on the opportunity.

☒ **Timeline**

We verify that there’s a specific timeframe or momentum for a customer to make a purchase. The timeline for the opportunity should be reasonable considering its size. For example, a large,

institution-wide RFP might have a 6-month timeline, while a smaller deal should move faster. This ensures that we use our resources effectively and focus on the most promising opportunities. *Once BANT has been established, we approve a deal registration and notify our internal sales team that we need to engage with a partner to align on the next steps in the co-sell process.*

What We Decline:

Opportunities with less than five (5) seats

We decline opportunities that do not meet our minimum seat count. We have a minimum seat count of five (5) for managed deals to establish a workable Grammarly footprint for future account expansions.

Duplicate registrations

We decline opportunities if another partner has already submitted a separate registration. The first registration is always given priority protection.

Incorrect or incomplete information

We decline opportunities with missing or incorrect information. As detailed above, we verify that all opportunities have BANT qualification for a high-quality and high-velocity deal cycle. Incorrect or incomplete information makes it difficult for us to confirm opportunity qualification to approve the registration, and we will return the registration for you to amend before we re-review the deal.

Renewals without growth

Renewals without growth will be denied, but we will happily provide you with a quote at your standard partner discount if requested, so that you can work with the customer on their renewal.

Active direct Grammarly opportunities

We decline opportunities where the Grammarly sales team is already actively engaged. However, in these situations, we'll initiate the ability for you to collaborate with a member of our Account Executive team to co-sell the deal together.