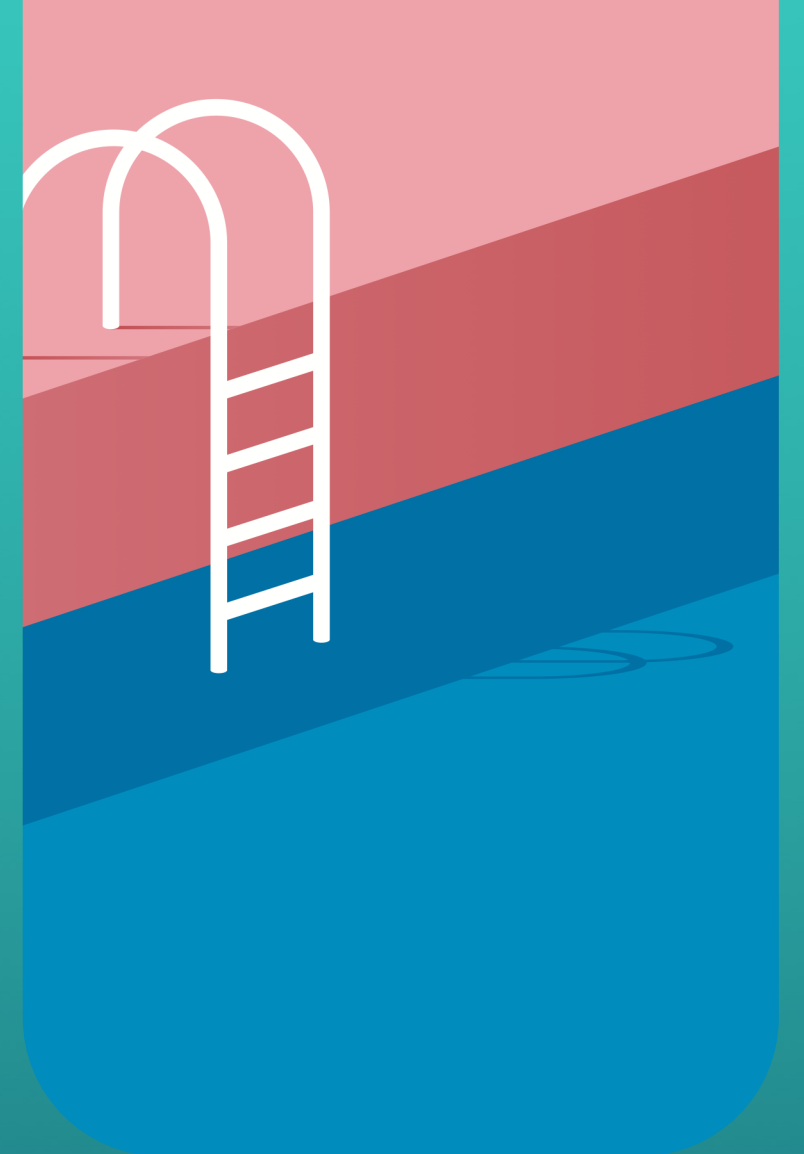




servicenow®

READY. SET. PARTNER. PROSPECTING.

Driving Pipeline Movement
and Deal Closures



WELCOME TO SERVICENOW Q3 PROSPECTING PARTNER DAYS

Congratulations on taking part in our
Q3 Prospecting Partner Days. Running from
Friday 27th of August of - 26th of September 2026.

Over the next month, we'll be supporting you in your
prospecting efforts to drive pipeline and be in with a
chance of claiming some of the fantastic incentives
we have on offer!

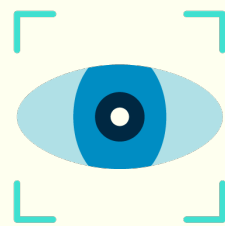


PARTNER DAYS FOCUS & OBJECTIVES



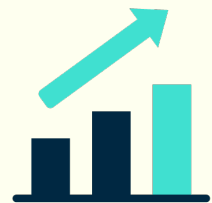
OBJECTIVE

Generate approved partner sourced deal registrations, ongoing pipeline activation and create demand generation.



FOCUS

Partner Sourced Pipeline and Net New Logo Partner Sourced Pipeline at Partner and Country level.



MEASURING SUCCESS

Success will be measured by the highest number of approved partner-sourced deal registrations, approved Net New Logo (NNL) partner sourced deal registrations and Commercial Partner-Sourced Deal Registrations. Marketing codes will be vital for tracking deal registrations, while evaluation at both country and partner levels ensures recognition of top performers.



CAMPAIGN TIMEFRAME

27 August – 26 September 2026



FUEL YOUR DRIVE WITH EXCLUSIVE PRIZES



PARTNER SOURCED HIGHEST DEAL REGISTRATIONS

Deal Registrations

FIRST PLACE

Team incentive up to £500 &
Marketing Investment: £5,000

SECOND PLACE

Team incentive up to £500 &
Marketing Investment: £3,000



PARTNER SOURCED NET NEW LOGO

Deal Registrations

FIRST PLACE

Team incentive up to £350 &
Marketing Investment: £3,500



PARTNER SOURCED COMMERCIAL DEAL REGISTRATIONS

FIRST PLACE

Marketing Packages: £10,000
(choice of 1 from 2)

- Lead generation
- Apt Setting

SECOND PLACE

Marketing Packages : £5000
(choice of 1 from 2)

- Mini revive and review of dormant accounts and leads
- Demand generation via an 8-week LinkedIn awareness campaign

PRIZES QUALIFICATION AND GUIDELINES

- A participating partner needs to register for Q3 2026 prospecting **Prospecting Partner Hub** and create at least one deal registrations within the program timeframe using the campaign code provided upon registration.
- When registered for Q3 26 Prospecting, you'll also be automatically registered for Q4 prospecting.
- Each participating partner's sales representative needs to register.
- The results are counted one participant per country.
- Total award consists of Team incentive and Marketing investment, while team incentive is capped. If not utilized fully, the rest could be used for Marketing investment.
- Marketing investment: marketing funds provided towards ServiceNow themed marketing activities, no matching required. Corresponding activity plan needs to be submitted for approval to ServiceNow within 30 calendar days from the winner announcement date and corresponding activity fully executed before the end of November 2026.
- If the winners are equal, then highest deals value wins

PRIZES INFORMATION FOR COMMERCIAL PACKAGES



FIRST PLACE

Lead Generation or Appointment Setting package at £10,000

(We would deliver a focused lead generation or appointment setting campaign. This includes defining the target audience, building and launching outreach (LinkedIn, email, or outbound), qualifying responses, and booking meetings directly into your calendar. You'll receive reporting and full context for each lead or appointment, so the sales team can pick up conversations confidently.)



SECOND PLACE

£5,000, with a choice of:

- **Package 1:** Mini revive and review of dormant accounts and leads. (re-engagement and qualification exercise for inactive accounts and leads)
- or
- **Package 2:** Demand generation via an 8-week LinkedIn awareness campaign, including setup and design.

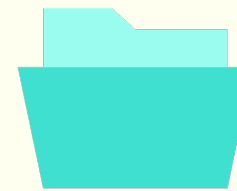
CAMPAIGN PROCESS

- Check goals, objectives and expectations for the campaign
- Review your current prospect and customer database to identify potential target lists. You may like to collaborate with the marketing team for additional insights and support.
- For Net New Logo, you may exclude from this list all customers and prospects who are currently your ServiceNow customers.
- Review resources available on the Prospecting Partner Days Hub
- Collaborate with your ServiceNow Partner Account Manager to consult on the best way to reach out to potential customers.
- Contact the potential customers throughout the campaign and develop New Logo or Upsell opportunities.
- Submit corresponding ServiceNow deal registrations by **26th Sept 2026 at 11.59pm GMT.**



GUIDANCE FOR PARTNERS

To ensure a successful prospecting campaign, here are some key actions you can take:



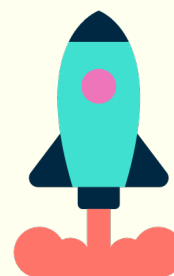
MAKE USE OF ALL THE RESOURCES PROVIDED:

On the [Prospecting Hub](#), you will find calling scripts, objection handling sheets, email templates, and call tracking sheets to help you navigate the campaign effectively.



ENSURE YOU ARE CORRECTLY REGISTERING DEALS:

Your PAMs will assist you with the deal registration process and ensure you use the campaign code provided for tracking.



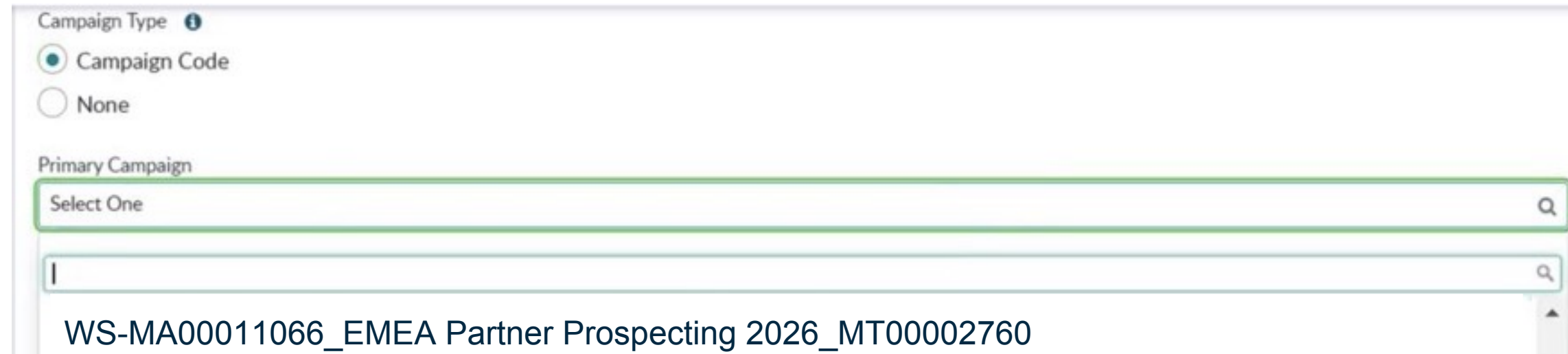
ENCOURAGE YOUR TEAM TO AIM HIGH:

We have some amazing prizes on offer for top performers within the campaign, including marketing investments and team incentives.

SUBMITTING DEAL REGISTRATIONS FOR APPROVAL

It is vital for partners to use the marketing code 'WS-MA00011066_EMEA Partner Prospecting 2026_MT00002760' when submitting opportunities, without this they cannot be tracked, and partners may lose out on one of the top prizes on offer.

26/09/2026 is the last date to submit Q3 Prospecting deal registrations.

A screenshot of a web form for campaign registration. The form has a white background and rounded corners. At the top, it says 'Campaign Type' with an information icon. Below this are two radio buttons: 'Campaign Code' (which is selected) and 'None'. Underneath is a section for 'Primary Campaign' with a dropdown menu showing 'Select One' and a magnifying glass icon. Below the dropdown is a text input field containing the marketing code 'WS-MA00011066_EMEA Partner Prospecting 2026_MT00002760'. There is also a magnifying glass icon to the right of the text input field.

Campaign Type ⓘ

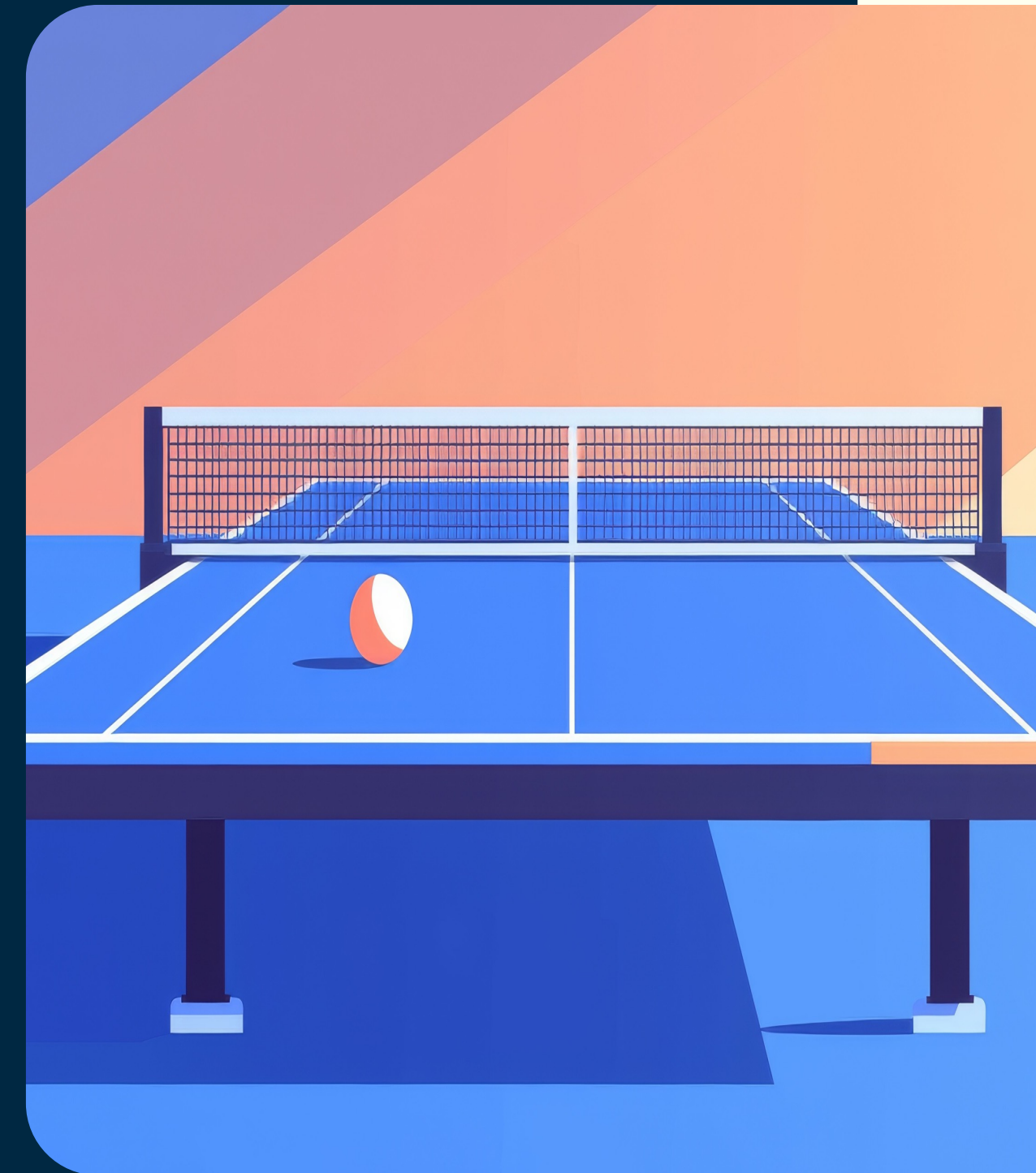
☒ Campaign Code

☐ None

Primary Campaign

Select One

WS-MA00011066_EMEA Partner Prospecting 2026_MT00002760



PARTNER RESOURCES

All resources will be available on the Prospecting Hub for partners to download after registration.

CALLING SCRIPTS

- Provide a reliable framework to ensure every call delivers a clear, consistent message, making it easier for your partners to understand and engage with the campaign vision.
- These scripts empower your partners to approach each call with confidence, helping your partners feel supported and well-informed as they navigate the campaign.
- By reducing the time spent on figuring out what to say, you can focus on building relationships and driving more productive conversations with prospects.



OBJECTION HANDLING SHEET

- Equip your partners to address any hesitations your prospects might have, turning potential roadblocks into opportunities for deeper collaboration and buy-in.
- You can effectively guide your partners through their objections, showcasing your commitment to their success and the campaign's goals.



PARTNER RESOURCES

PARTNER PLAYBOOK

- The playbook serves as your partner's go-to guide, ensuring you and your partners are aligned on strategies and objectives, making the campaign journey seamless and focused.
- Use the playbook to inspire innovative approaches and strategies, encouraging your partners to think outside the box and achieve outstanding results.



EMAIL TEMPLATES

- Save time with ready-to-use templates that ensure messages are clear, professional, and aligned with campaign goals, enhancing prospect engagement at whatever stage of the funnel they are.



CALL TRACKING SHEETS

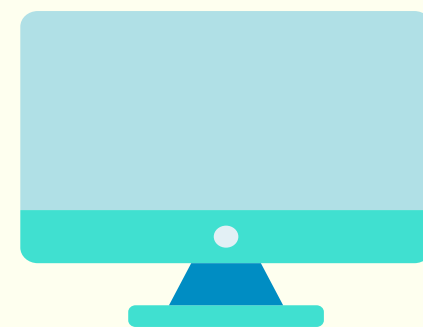
- Partners can keep track of every interaction and save time when updating their CRM after every call.
- Use the insights from tracking sheets to make informed decisions, optimising the campaign's impact and helping your partners succeed every step of the way.
- The tracking sheet can be easily downloaded and printed to keep with them whilst prospecting.



PARTNER RESOURCES

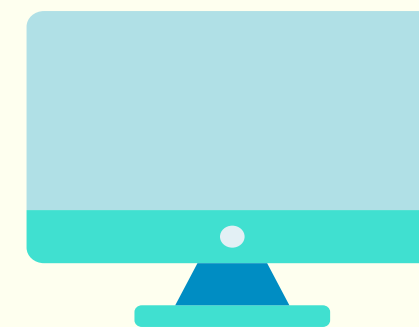
BUILDING YOUR DATABASE ON-DEMAND WEBINAR

- This webinar is designed to guide you through building a strong foundation of data for Prospecting success. Learn how to source, structure, and prepare the information you need to identify and engage new opportunities.



NURTURING EXISTING DATA ON-DEMAND WEBINAR

- Created to empower you in leveraging existing data, uncovering new opportunities, and driving greater results from your Prospecting efforts. Tap into this essential resource and elevate your strategy to the next level.



NEED ANY FURTHER SUPPORT?

For campaign questions & support with prospecting, contact your
Partner Account Manager

Further campaign questions:
Janvi Kapoor
janvi.kapoor@servicenow.com

Technical support & registration, contact:
Ellie Gliddon
Ellie.gliddon@appleprint.co.uk



**THANK
YOU**

