

# READY. SET. PARTNER. PROSPECTING.

Driving Pipeline Movement  
and Deal Closures



# WELCOME TO SERVICENOW Q4 PROSPECTING PARTNER DAYS

Congratulations on taking part in ServiceNow **Q4 Prospecting Partner Days**. Running from **Wednesday, 12th November to Wednesday, 31st December 2025**.

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!

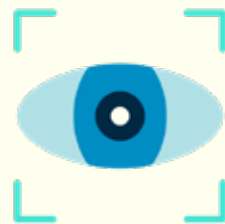


# PARTNER DAYS FOCUS & OBJECTIVES



## 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 approved Pro+ 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

12 November – 31 December 2025



# PRIZES

## PARTNER SOURCED

### Deal Registrations

#### FIRST PLACE

Team incentive up to \$900 & Marketing Investment: \$6,000

#### SECOND PLACE

Team incentive up to \$700 & Marketing Investment: \$4,000

#### THIRD PLACE

Team incentive up to \$500 & Marketing Investment: \$2,000

## NET NEW LOGO

### Deal Registrations

#### FIRST PLACE

Team incentive up to \$900 & Marketing Investment: \$6,000

#### SECOND PLACE

Team incentive up to \$700 & Marketing Investment: \$4,000

#### THIRD PLACE

Team incentive up to \$500 & Marketing Investment: \$2,000

## Pro+ Deals – Biggest Number of Deal Registrations

**FIRST PLACE:** Marketing Investment: \$3300



# PRIZES QUALIFICATION AND GUIDELINES

- A participating partner needs to register for Q4 2025 prospecting **Prospecting Partner Hub** and create at least two deal registrations within the program timeframe using the campaign code provided upon registration.
- When registered for Q3 Prospecting, you'll also be automatically registered for Q4 prospecting.
- At least one participating partner's country organization sales representative needs to register.
- The results are counted per partner organization 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 March 31, 2026.
- If the winners are equal, then highest deals value wins



# 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.
- We have also provided you with a list of net new logo accounts which you can access through the [Prospecting Partner Days Hub](#)
- Review existing and dormant leads across your marketing and sales teams to highlight opportunities to support your Prospecting. Including what stage, they are at, and if you still have the correct contact information.
- 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 **31th December 2025 at 11.59pm GMT.**



# GUIDANCE FOR PARTNERS

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



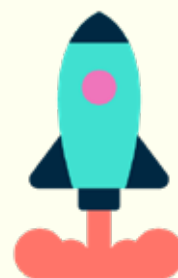
## MAKE USE OF ALL THE RESOURCES PROVIDED:

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 '**CAMP1687486 – Q4FY25Prospecting-EMEA**'



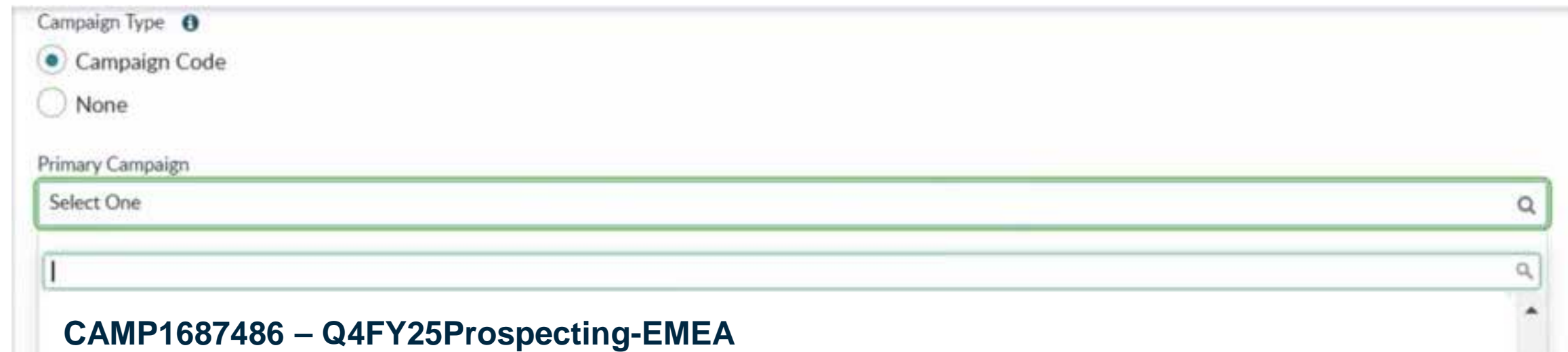
## ENCOURAGE YOUR TEAM TO AIM HIGH:

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 to use the marketing code **CAMP1687486 – Q4FY25Prospecting-EMEA** when submitting the deal registrations, without this they cannot be tracked, and participants may lose out on one of the top prizes on offer.

**31/12/2025** is the last date to submit Q4 Prospecting deal registrations.

A screenshot of a web form for selecting a campaign. It features a 'Campaign Type' section with two radio buttons: 'Campaign Code' (selected) and 'None'. Below this is a 'Primary Campaign' section with a dropdown menu currently showing 'Select One'. A search bar is located below the dropdown, and the text 'CAMP1687486 – Q4FY25Prospecting-EMEA' is displayed at the bottom of the form area.

Campaign Type ⓘ

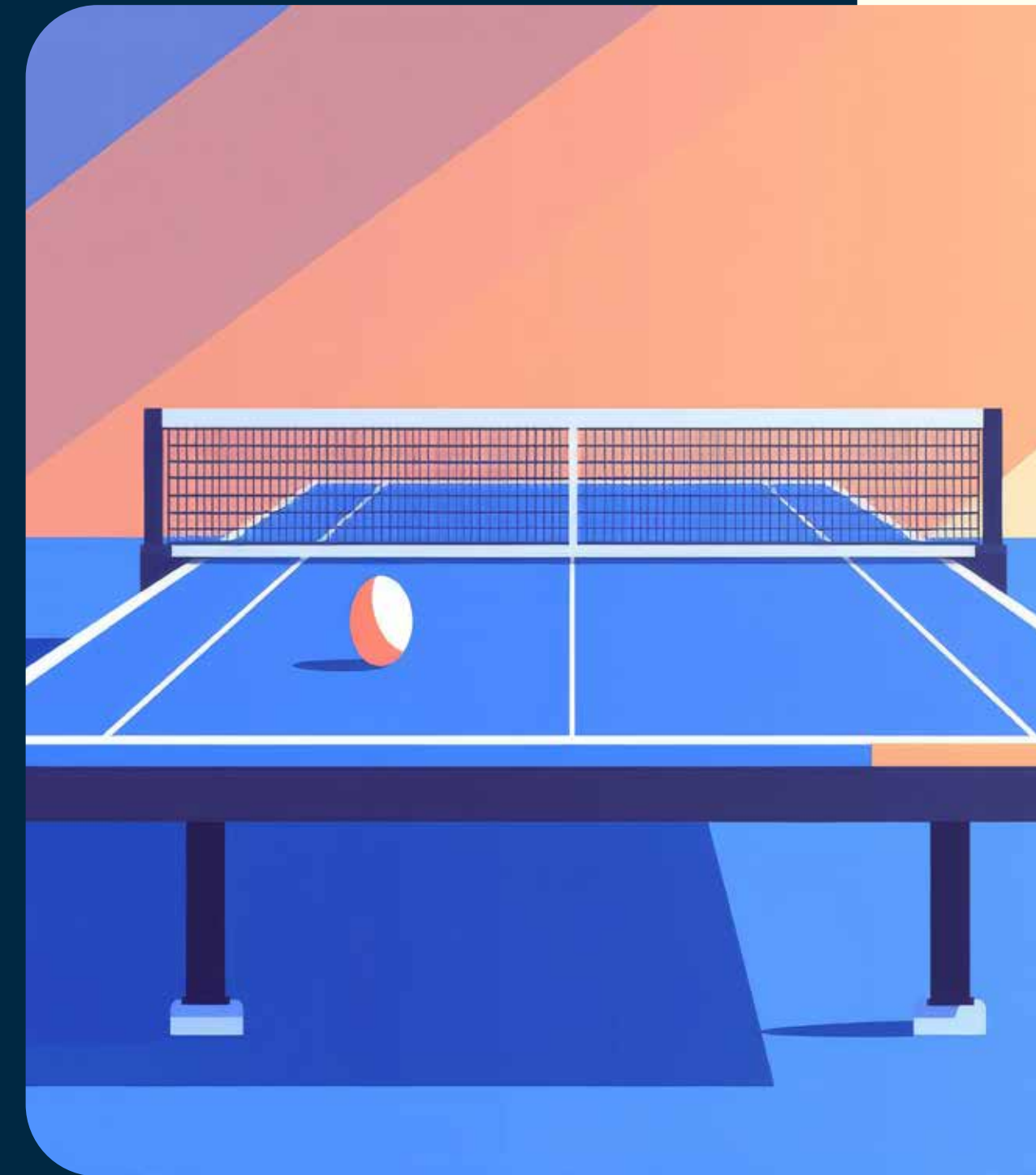
☒ Campaign Code

☐ None

Primary Campaign

Select One

CAMP1687486 – Q4FY25Prospecting-EMEA





# 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.

## NET NEW LOGO LIST OF ACCOUNTS

- We have provided a list of net new logo accounts for you to use when finding new opportunities.
- You can find this by visiting the resources page on the prospecting hub and entering the same email you used to register for prospecting.



# NEED ANY FURTHER SUPPORT?

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

Further campaign questions:

**Richard Markuzzi**

[richard.markuzzi@servicenow.com](mailto:richard.markuzzi@servicenow.com)

Technical support & registration, contact:

**Ellie Gliddon**

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THANK  
YOU

