

# Types of Business - New Business

Category	Type of Business	Sub-Type	Scenarios
<b>New Business</b>	<b>New</b> A distinct sale with a new customer agreement <sup>1</sup> that generates new revenue.	<b>New Written Agreement</b> A customer signs a new agreement for a purchase. This is revenue from a purchase they had to consciously make - it took sales effort and time.	Transamerica signs an agreement to purchase a newly released Consortia study.  New York Life signs an agreement to become an AML customer for the first time.
	<b>Upsell</b> Increases to existing business based on expansions of customer agreements <sup>1</sup> .	<b>Change Order/Amendment</b> Signed a new agreement <sup>1</sup> , with new products compared to previous agreements OR with more of a product compared to previous agreement. This revenue takes sales effort and time to earn. (New seats, same decision maker)	Sun Life renews/updates an existing agreement for RightChoice but wants to add another component they weren't previously using.  MassMutual signs a new agreement to increase previously purchased seats in Industry Advantage from 100 to 200
		<b>Increased Account Penetration</b> Signed a new agreement <sup>1</sup> to expand the usage of a product to a new audience within a customer organization. This revenue takes sales effort and time to earn. (Same product, same account, new decision maker/budget/billing)	Fidelity signs an agreement to purchase a contact center solution already in use by one of their contact centers, but for a new contact center. This requires new contacts, contracts, budgets, etc.  MetLife signs an agreement to purchase Insurance for Industry Leaders for their Annuity Leaders, after having already purchased for their Life Leaders.

<sup>1</sup> Agreement means any signed agreement that is either a decision form, order form, SOW, contract, email, etc. This language is designed to be inclusive of any documentation that indicates intent to purchase.

# Types of Business - Retention Business

Category	Type of Business	Sub-Type	Scenarios
Retention Business	<b>Conversion</b> A sale that represents a product swap/substitution or generates a new agreement <sup>1</sup> to capture flow business where a previous agreement did not exist.	<b>1. Product Conversion – Increase</b> Signed new agreement to migrate from a legacy solution to a new solution at an increased dollar amount. This revenue takes sales effort and time to earn.	MassMutual converts an existing agreement for CareerProfile to RightChoice for more money.
		<b>2. Product Conversion – Flat/Decrease</b> Signed new agreement to migrate from a legacy solution to a new solution for the same or lower dollar amount. This revenue takes sales effort and time to retain.	MassMutual converts an existing agreement for CareerProfile to RightChoice for the same amount of money.  MetLife converts an existing agreement for CareerProfile to RightChoice for less money.
		<b>3. Non-Agreement to Agreement</b> Converting flow business to stable business by implementing usage-based contracts where one previously did not exist. This revenue takes sales effort and time to earn.	Thrivent was a pay-as-you-go CareerProfile user with no agreement in place that we converted to RightChoice with an enforceable usage-based agreement.
	<b>Renewal</b> A purchase that reflects an extension or continuation of a previous agreement.	<b>1. Retention – Increase</b> At time of renewal for existing business, the total amount of the agreement <sup>1</sup> has increased by a material amount as a function of sales negotiation (not a simple price/percent-based increase).	\$25k on previous agreement, \$50k on new agreement.
		<b>2. Retention – Multi-Year Lock</b> At time of renewal for existing business, the agreement <sup>1</sup> is updated from annual to multiple year term. This revenue takes sales effort and time to earn.	\$25k annual agreement shifted to 25k/year + % increase for N years
		<b>3. Retention – Flat</b> Signed a new agreement <sup>1</sup> for the same dollar amount as the previous agreement. This revenue takes sales effort and time to retain.	\$25k on previous agreement, \$25k on new agreement.
		<b>4. Retention – Decreased</b> Signed a new agreement <sup>1</sup> for a lower dollar amount than the previous agreement. This revenue takes sales effort and time to retain.	\$25k on previous agreement, \$20k on new agreement.