



Kraytix
FRONTRUNNER

Kraytix FrontRunner Buying Guide

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Document Version

This document is compatible with Kraytix FrontRunner Version 1.11.

1 Introduction

At Kraytix we like to keep things as simple as possible, which includes how you buy your FrontRunner licences:

- We offer a 30-day free trial.
- Pricing starts at only \$10 per user per month.
- Pay yearly starting at \$100 per user per year.
- Discounts available for volume purchases.
- Additional 25% Not For Profit discount for registered charities.
- Pay using a credit card on AppExchange.
- Add or remove licences at any time.

This guide helps you understand how to trial and buy FrontRunner.

2 30-day Free Trial

A free 30-day trial of Kraytix FrontRunner for up to 5 users can be installed into your Salesforce org by clicking the **Get It Now** button on our Salesforce® AppExchange® listing at: <https://appexchange.salesforce.com/listingDetail?listingId=a0N3A00000DvLDWUA3>

The screenshot shows the AppExchange listing for 'FrontRunner - Lead Qualification Scorecards for Salesforce®'. The page header includes 'ALL APPS > SALES > SALES INTELLIGENCE' and 'By Kraytix'. The main content area features a large orange banner with the Kraytix logo and the text 'Consistently generate higher quality leads'. Below this, it says 'Lead qualification scorecards for Salesforce®' and lists three benefits: 'Align marketing and sales', 'Improve pipeline accuracy', and 'Increase sales and revenue'. It also states 'Exclusively on Salesforce® AppExchange®'. To the right of the banner, the pricing is '\$10 USD per user per month' with a note 'Discounts available for nonprofits' and a link 'More plans available'. A green 'Get It Now' button is highlighted with a red border. Below the pricing, there is a table with columns for 'RATING' (★★★★★ (2)), 'LISTED ON' (8/6/2016), and 'LATEST RELEASE' (1/16/2020). The 'CATEGORIES' section lists 'Sales Intelligence' with a 'Watch Demo' button. A detailed description at the bottom states: 'Consistently generate higher quality leads. FrontRunner is a 100% native Salesforce® app that helps sales development teams consistently generate higher quality leads. It uses a structured approach to lead qualification to build a more accurate pipeline, improve close rates and increase revenue.'

If at the end of the 30-day period you prefer not to continue using FrontRunner it can be easily uninstalled from your Salesforce org.

You can buy FrontRunner licences at any time during or after your trial period and subscription billing will start once the trial period ends.

3 Standard Pricing

The following tables show standard pricing for monthly and yearly billing at different volumes. For 1001+ users, please contact us.

3.1 Monthly Billing

From Users	To Users	USD
1	50	\$10.00
51	100	\$7.50
101	250	\$5.00
251	500	\$2.50
501	1000	\$1.00

3.2 Yearly Billing

Yearly billing includes a discount where you receive a 12-month subscription for the price of 10-months.

From Users	To Users	USD
1	50	\$100.00
51	100	\$75.00
101	250	\$50.00
251	500	\$25.00
501	1000	\$10.00

4 Not for Profit Pricing

Kraytix offers a 25% discount off our standard pricing for Not for Profit organisations. The following tables show Not for Profit pricing for monthly and yearly billing at different volumes. For 1001+ users, please contact us.

4.1 Monthly Billing

From Users	To Users	USD
1	50	\$7.50
51	100	\$5.63
101	250	\$3.75
251	500	\$1.88
501	1000	\$0.75

4.3 Yearly Billing

Yearly billing includes a discount where you receive a 12-month subscription for the price of 10-months.

From Users	To Users	USD
1	50	\$75.00
51	100	\$56.25
101	250	\$37.50
251	500	\$18.75
501	1000	\$7.50

5 Pricing Examples

Kraytix uses the graduated model for volume pricing where the quantity used in each tier is multiplied by the tier amount then summed. The following examples use standard pricing with monthly billing.

Users	Monthly Cost	Breakdown
15	\$150.00	\$10.00 x 15
63	\$597.50	(\$10.00 x 50) + (\$7.50 x 13)
182	\$1,285.00	(\$10.00 x 50) + (\$7.50 x 50) + (\$5.00 x 82)

The last example, where the monthly cost is \$1,285.00, breaks down as follows:

- 50 of the 182 users come from the first tier (1-50 users) at \$10.00 per user, which totals \$500.00 and leaves 132 users to license.
- 50 of the remaining 132 users come from the second tier (51-100) at \$7.50 per user, which totals \$375.00. Adding this to the first 50 users comes to \$875.00. We now have licences for 100 users, leaving 82 left to license.
- The remaining 82 come from the third tier (101-250 users) at \$5.00 per user, which totals \$410.00. Adding this to the first 100 users comes to a grand total of \$1,285.00

In Appendix A we have provided a useful lookup table for up to 150 users that uses the above calculations.

6 Buying FrontRunner

You purchase FrontRunner licences using credit card payments on our Salesforce AppExchange listing at:

<https://appexchange.salesforce.com/listingDetail?listingId=a0N3A00000DvLDWUA3>.

You can buy FrontRunner licences at any time during or after your trial period and subscription billing will start once the trial period has finished.

To start the purchasing process, login to AppExchange using the account that you used to install FrontRunner, visit our listing and click the **Buy Now** button.



Note: If you are buying on behalf of a Not For Profit organisation and/or you are purchasing more than 50 licences, please contact us for a Discount Code that will be needed during the purchasing process.

[ALL APPS](#) > [SALES](#) > [SALES INTELLIGENCE](#)

FrontRunner - Lead Qualification Scorecards for Salesforce®

By Kraytix



Kraytix
FRONTRUNNER

Consistently generate higher quality leads

Lead qualification scorecards for Salesforce®

- ✓ Align marketing and sales
- ✓ Improve pipeline accuracy
- ✓ Increase sales and revenue

Exclusively on Salesforce® AppExchange®

1 of 8

\$10 USD per user per month ⓘ

Discounts available for nonprofits
[More plans available](#)

Buy Now

RATING
★★★★★ (2)

LISTED ON
8/6/2016

LATEST RELEASE
1/16/2020

CATEGORIES
[Sales Intelligence](#)

[Watch Demo](#)

Consistently generate higher quality leads

FrontRunner is a 100% native Salesforce® app that helps sales development teams consistently generate higher quality leads. It uses a structured approach to lead qualification to build a more accurate pipeline, improve close rates and increase revenue.

The AppExchange Checkout wizard starts. On the first screen, enter your contact and billing information, then click the **Next** button.

The screenshot shows the 'AppExchange Checkout' wizard. At the top, there's a search bar labeled 'Search AppExchange'. Below it, the title 'AppExchange Checkout' is centered. Underneath, the text 'Let's get started' is followed by a sub-header: 'To install this product, we need your contact and billing details. If the provider offers a free trial, you won't be charged until the trial ends.' A small cartoon cat character is on the right. The form has several sections: 'First Name' and 'Last Name' fields, an 'Email' field, a 'Billing Address' section with fields for Country, Street, City, State, and Zip/Postal, and a 'Shipping Address' section with similar fields. A checkbox labeled 'Same as billing address' is next to the shipping address fields. At the bottom right, a blue 'Next' button is highlighted with a red arrow. A progress bar at the bottom shows the current step is the first of four.

On the next screen enter the number of licences that you need and whether you want to pay monthly or yearly. The **Discount Code** is used for Not For Profit discounts and volume discounts. Then click the **Next** button.



Note: This screen varies depending on where your company is located. This screenshot is for a company based in the European Union where Value Added Tax is charged, so there is a field for entering a VAT number if your company is registered for VAT.

change Search AppExchange

AppExchange Checkout

Let's get started

To install this product, we need your contact and billing details. If the provider offers a free trial, you won't be charged until the trial ends.

☒ \$10 USD per user per month
☐ \$100 USD per user per year

* Users
18

Coupon Code

Subtotal \$180.00
Discount -\$0
VAT \$36.00
VAT ID

Payment (Monthly) \$216.00

Back

Next

On the next screen, enter your credit card information and click the **Next** button.

AppExchange Checkout

Add a payment method

You can pay with a credit card, or transfer funds from a bank account.

Credit Card

* Card Number

* CVC

* Expires

Back

Next

The final screen allows you to review your order details before confirming your purchase by clicking the **Purchase** button.

change Search AppExchange

AppExchange Checkout

Confirm your order

One last thing: Double check your order details, and then agree to our terms and conditions. If you're purchasing a subscription, you can edit it anytime on the My Installs and Subscriptions page of your AppExchange profile.

Payment Plan	* Users	Coupon Code	Subtotal	\$180.00
\$10 USD per user per month	18		Discount	-\$0
			VAT	\$36.00
			VAT ID	
			Payment (Monthly)	\$216.00

Start Date 1/28/2020

Provider Kraytix, Bath, United Kingdom

Payment Method	Contact Information	Billing Address	Shipping Address
Credit Card			

i Your bank or credit card issuer may require you to authorize future payments. If your authorization is required, the provider will notify you.

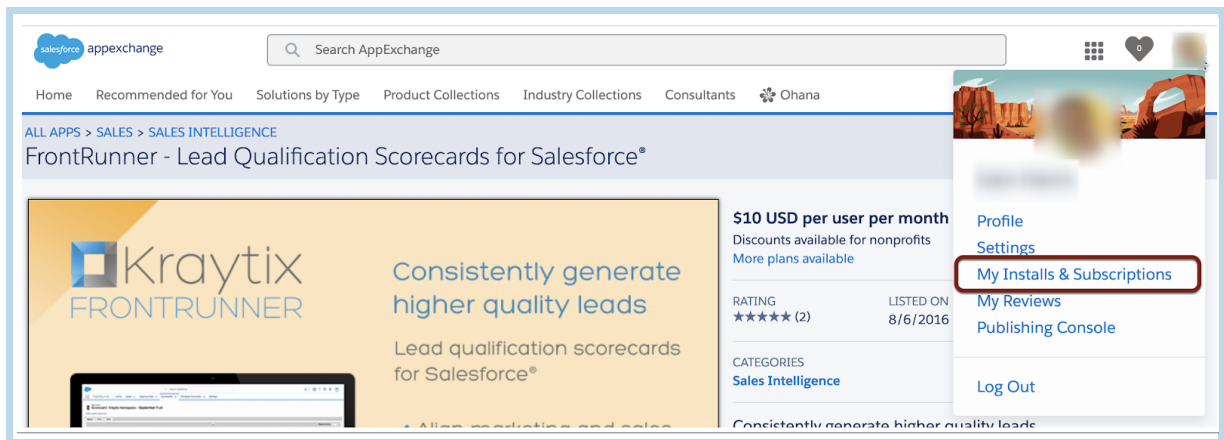
* ☒ I have read and agree to the [terms and conditions](#).

Back ✓ ✓ ✓ ● **Purchase**

Thank you for purchasing FrontRunner and becoming a valued customer!

7 Modifying Your Subscription

If you need to change the number of licences in your subscription or should you wish to cancel your subscription, simply login to AppExchange using the account that you used when purchasing FrontRunner, click on your profile picture and click on **My Installs & Subscriptions** link where you can manage your subscription.



Appendix A: Pricing Lookup Table

The following lookup table shows the cost per month for between 1 and 150 users with volume discounting applied. For yearly billing multiply the total by 10 (as you receive a 12-month subscription for the price of 10). For Not for Profit pricing, please also reduce the price by 25% to apply your discount.

Users	Total	Users	Total	Users	Total	Users	Total	Users	Total	Users	Total
1	\$10.00	26	\$260.00	51	\$507.50	76	\$695.00	101	\$880.00	126	\$1,005.00
2	\$20.00	27	\$270.00	52	\$515.00	77	\$702.50	102	\$885.00	127	\$1,010.00
3	\$30.00	28	\$280.00	53	\$522.50	78	\$710.00	103	\$890.00	128	\$1,015.00
4	\$40.00	29	\$290.00	54	\$530.00	79	\$717.50	104	\$895.00	129	\$1,020.00
5	\$50.00	30	\$300.00	55	\$537.50	80	\$725.00	105	\$900.00	130	\$1,025.00
6	\$60.00	31	\$310.00	56	\$545.00	81	\$732.50	106	\$905.00	131	\$1,030.00
7	\$70.00	32	\$320.00	57	\$552.50	82	\$740.00	107	\$910.00	132	\$1,035.00
8	\$80.00	33	\$330.00	58	\$560.00	83	\$747.50	108	\$915.00	133	\$1,040.00
9	\$90.00	34	\$340.00	59	\$567.50	84	\$755.00	109	\$920.00	134	\$1,045.00
10	\$100.00	35	\$350.00	60	\$575.00	85	\$762.50	110	\$925.00	135	\$1,050.00
11	\$110.00	36	\$360.00	61	\$582.50	86	\$770.00	111	\$930.00	136	\$1,055.00
12	\$120.00	37	\$370.00	62	\$590.00	87	\$777.50	112	\$935.00	137	\$1,060.00
13	\$130.00	38	\$380.00	63	\$597.50	88	\$785.00	113	\$940.00	138	\$1,065.00
14	\$140.00	39	\$390.00	64	\$605.00	89	\$792.50	114	\$945.00	139	\$1,070.00
15	\$150.00	40	\$400.00	65	\$612.50	90	\$800.00	115	\$950.00	140	\$1,075.00
16	\$160.00	41	\$410.00	66	\$620.00	91	\$807.50	116	\$955.00	141	\$1,080.00
17	\$170.00	42	\$420.00	67	\$627.50	92	\$815.00	117	\$960.00	142	\$1,085.00
18	\$180.00	43	\$430.00	68	\$635.00	93	\$822.50	118	\$965.00	143	\$1,090.00
19	\$190.00	44	\$440.00	69	\$642.50	94	\$830.00	119	\$970.00	144	\$1,095.00
20	\$200.00	45	\$450.00	70	\$650.00	95	\$837.50	120	\$975.00	145	\$1,100.00
21	\$210.00	46	\$460.00	71	\$657.50	96	\$845.00	121	\$980.00	146	\$1,105.00
22	\$220.00	47	\$470.00	72	\$665.00	97	\$852.50	122	\$985.00	147	\$1,110.00
23	\$230.00	48	\$480.00	73	\$672.50	98	\$860.00	123	\$990.00	148	\$1,115.00
24	\$240.00	49	\$490.00	74	\$680.00	99	\$867.50	124	\$995.00	149	\$1,120.00
25	\$250.00	50	\$500.00	75	\$687.50	100	\$875.00	125	\$1,000.00	150	\$1,125.00