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## Do's and Don'ts for PSG Vendors



### 1

#### DO NOT OFFER INCENTIVES

You shall not offer or share any incentives or government grant with your PSG customers. Forms of incentives may include, but is not limited to, rebates, cash-backs, gifts in kind, loans or credit facilities.



Don't offer rebates/cashback; and/or "purchase with purchase" discount



Don't offer freebies, such as complimentary hardware, additional software license or subscription



### 2

#### DO NOT BE DIRECTLY INVOLVED IN SME'S BGP APPLICATION PROCESS

SMEs can seek assistance from [SMEs Center](#) for help in BGP application and claim processes.



Do not assist in any application or claims matters on the Business Grant Portal



Do not include your email addresses in your customer's PSG's application form

### 3

#### DO UPHOLD HIGH SERVICE STANDARDS

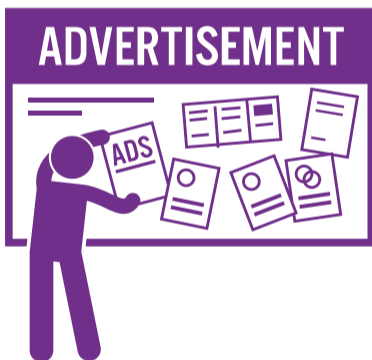
Ensure your service delivery team keeps to customer commitments, delivers in accordance to Annex 3 package scope and provides prompt follow ups.



Develop a customer escalation matrix and share with your customers



Keep your customer review rating high in order to stay in the programme; highly rated vendors could get listed higher on CTO-as-a-Service



### 4

#### DO ALIGN TO ADVERTISING GUIDELINES

Distribute the most recent IMDA program brand guide to your marketing team or external marketing agency and ensure that they adhere to the advertising guidelines.



If in doubt, clear your advertising/marketing material with us before using them in your marketing collaterals



Cease the usage of all marketing collaterals related to PSG immediately once your contract expires

### 5

#### DO ISSUE QUOTATION AND INVOICES THAT MATCH ANNEX 3

Establish effective internal procedures to ensure that all quotations and invoices issued to SMEs are in accordance with the packages listed in Annex 3.

Failure to comply with this requirement may result in the removal of your solution from the programme.



Your PSG Package Name as indicated in your Annex 3 should appear in your quotation and invoice issued to your customer



All cost items description in the quotation and invoice must match word-for-word with the description in your Annex 3

For a comprehensive list of clauses to comply with, please refer to the Programme Guide and Terms and Conditions documents.

Email us at [smes\\_go\\_digital@imda.gov.sg](mailto:smes_go_digital@imda.gov.sg) for further clarifications.