

# How does a partner program work?



## 1 Value proposition

Define a **value proposition** for your partner program

## 2 Content

Build a **content** platform that educates your channel partners in the form of text, video, papers, comparisons and industry news; so that they can converse about your products and services



## 3 Deal registration

Build a **deal registration** platform

## 4

### Incentivize

Identify customer centric sales behaviors and **incentivize** their adoption

- Use goals and rewards to motivate channel partners to promote, recommend and sell more



## 5 Training

Build a **training** platform that provides **eLearning and certifications** which can validate the expertise of the channel partner and also position them favorably with the customer

## 6

### Support programs

Build **support programs** that help channel partners to

- Earn and keep track of **MDF**
- Enable special pricing and automate quote approval through the **CPQ** module
- Upload their profile and unique attributes on the **Partner Locator**

