

The background consists of a complex pattern of overlapping triangles in various shades of red and white. The triangles are arranged in a way that creates a sense of depth and movement, with some appearing to recede into the distance while others come forward. The overall effect is a modern, geometric aesthetic.

**Build the Partner Program
& On-boarding Plan
Phase 2 – Team 3**

Agenda:

Meeting Goal:

- Review our team's plan to on board new partners
- Give an overview to our framework to reach or exceed our revenue goals

Year 1 Projections

Revenue	\$5,000,000
# of Partners...	149

Factors that will get us to the number!

- CAMs will covering 15 Partners
- iCams will covering 50

Partner Productivity

	Av Sales Price	# Sold/Year	Sub Total
On Premise	\$50K	1	\$50K
Monthly Recurring Revenue	\$1K	9	\$63K
Net (Total – Discount) Per Partner			\$84.7K

of Partner to Recruit

Annual Revenue	\$5M
Failure Rate	60%
# Required Partners to succeed	60
# of Partners to Fail	89
Total # of Partners	149

Once our new partner has signed their contract...

Contract Signed, Partner Portal Access

- Access to our training, product, and marketing content, deal registration program
- Assigned a field or inside (CAM), communicate and introduce a “Dedicated Account Manager”

Sales Training Completion

- Leads and eligibility to apply for MDF
- Access to expediated support – knowledge of our “sales plays” (by industry)

Technical Sales Training Completion

Eligible for Eval Licenses Program – free (30 day, 60 day, 90 day)

Demo Licenses at healthy discount

1st Deal Reg

- Opportunity based, pipeline visibility, reward “first in.”
- Joint sales call to help them get experience.

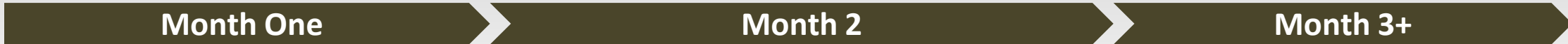
1st Sale

- Help them with our “white glove” implementation to ensure post sale success
- Joint sales call to help them get experience.

Post Selling Incentives

- Performance incentives based on revenue and customer satisfaction
- Winners circle program for top performing PSRs

Partner Onboarding: 90-Day Fast Track



Administrative, Contracts, Meet & Greet

Click to accept contract available & partner enrollment launch

Partner Portal Product Page & Resources available

Education

Sales & Technical Training available on Partner Portal

Sandbox available

Marketing & Sell

Launch Events

Customer Demo Training

Joint Customer Calls

Lead Distribution

Regional Events

Weekly marketing communications (social media, blog, email, web, PR)

SPIFFs

Business Planning Meetings

Other

API CAM/iCAM Target Account Mapping

Billing Process in place

Partner Onboarding: Month 6 Acceleration

Month 6+

Administrative, Contracts, Meet & Greet

Customer Assessments Success Metrics

Customer Satisfaction Review

Education

Continued Sales & Technical Training available on Partner Portal

Advanced Training

Marketing & Sell

Sales Competition Lead Distribution Regional Events

Bi-weekly marketing communications (social media, blog, email, web, PR) SPIFFs Partner Business Planning Meetings

Other

CAM/iCAM Target Account Mapping Review

Measures of Success

	Q1	Q2	Q3	Q4	Total
Partners On-Boarded	60	40	30	19	149
Pipeline (2.5x)	1.5M	2M	3.13M	6.25M	12.5M
Revenue	500K	750K	1.25m	2.5M	5M

Activity	Goal	YTD	Notes
Partners Recruited	149		
Active Partners	60		
Sales Training (x2 per partner)	120		
Leads Sent to Partners	300		
MDF (3K * 40 partners)	\$120K		
Pre-Sales Tech Tech Training (1 per partner)	60		
Demo Units	40		
Deals Won	1490		

Summary or Close

SAMPLE

1. Your agreement

2. Next steps

3. TBD

ALLOCATED BUDGET

■ Incentives ■ Demand Gen ■ Program & Partner Marketing ■ Infrastructure & Support ■ Education ■ Other

