Match Your Spend Priorities to the Navigator Simulation Buckets

	Infrastructure and Support *(includes eval units, POCs, Pre/Post sales support items & portal)*	**Education** *(Sales and Technical)*	**Other**
Description	This category includes all of the program elements that are necessary to execute and implement your partner program and support partners during sales engagements.	This category includes all of the program elements that are related to enabling your partner's technical or sales teams.	This category is open ended and designed to be a place to make investments outside of what is listed. This is intended to be a place to add creative ideas that might be outside of the normal investments.
Includes: *These are items that may be included in this budget section. This is not an exhaustive list, so other items can be included.*	• partner portal (content updates) • pre-sales technical support for partners • evaluation units and proof of concept sessions • post-sales technical support for partners (above normal tech support) • concierge services • professional services support, • technical best practices • etc.	• technical training programs • product or solution certifications training webinars/in-person sessions sales education programs • product training for sales reps • sales webinars • customer education • competitive positioning • etc.	• focused investments in a targeted competitive partner • ability to make un-budgeted investments (i.e. consulting assistance) in the real world that is not part of standard partner operations • etc.

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