W O R K S H E E T 11

Build the First Three (3) Columns for Your Ideal Partner Profile:
One Track, No Levels

CHANNEL NAVIGATOR™

NDA, **Custom**

Alliances

Partners

Simulation Phase 2

Partner Program Branding & Portal

Education	Marketing	Sales & Support	Product	Partner Growth Capabilities
Live & Distance by Role	Co-Branding Tools, Concierge & Full Service	Pre- & Post -Sales	Development Access	Access to Capital
Product Roadshows	Co-operative Marketing Funds	CAM Coverage	Product Beta	Rep Development
Certifications & Specializations	Field Marketing Managers	Conflict Rules of Engagement	Developer Blogs, Workrooms	Transition to Services, MSP, Cloud
	Find-a-Partner	Special Pricing		

Recognition & Spiffs

Discount & Rebate Plans

Distribution Pricing Desk, Configurators, Price Sheets

Product

Channel**Masters**®