



Leverage the Full Power of PartnerOn™ with White Glove Concierge Services

As a vendor, you may already know that the **PartnerOn** platform can help you share rich content with resellers and drive demand through ready-to-go engaging and informative marketing campaigns.

Now, as an add-on capability to ensure you get the highest return from your investment and track the lead follow-up of partners enrolled on the platform, we are offering an exclusive **White Glove Concierge Services Program** for your partners. This personalized service is provided in concert with our marketing services partner, Nurture Marketing.

We will work one on one with your partners for 90 days to help them refresh and enhance their databases using “intent-to-buy,” circle of influence, and competitive install data specific to your solutions, strengthen and refine their value propositions, analyze their leads—and **nurture them toward direct, closed business**. Through our services they will not only understand the most successful strategies and tactics for driving opportunities using our platform, but we will be able to report to you how well they are following up on these leads and growing their sales pipeline – giving you the ROI data needed to help showcase the value of your PartnerOn channel.

What Your Partners Will Receive:

- Help with setting up the platform for maximum effectiveness and reach through emails and partner social media channels (Twitter, LinkedIn and Facebook)
- Evaluation of their value proposition and business goals to help them personalize their company message and content messages to showcase their value add and experience with your solutions.
- Refresh and enhance their database with:
 - Intent to buy” data - finding companies in the market for your solutions now
 - “Circle of Influence” to expand contact lists per company
 - Revival of dormant prospects
 - Companies and contacts from new verticals and territories
 - Competitive take-outs for installed accounts
 —All of which is designed to expand partner prospects, contacts, and opportunities for leads.
- Show them the best way to nurture prospects using the platform and move them toward closed business
- Analyze and assess their lead scoring in PartnerOn, as well as social media “Reaction” reports and “Buy signal” data for proper follow-up of lead opportunities.
- Use social media “Reactions” and “Buy Signal” results to effectively engage prospects to drive response



Leverage the full power of the PartnerOn platform with White Glove Concierge Services for your partners. Provide them with what they need to succeed—and you need to track their success.