

Roadmap for Partner Success

Go-To-Market

- Website
- Announcement
- Social Media
- Email Newsletter

Show and Tell

- Test Drive
- Awareness Training Webinar
- Product Tour
- Your First Sale

Onboarding

- Kickoff
- Product
- Target Markets
- Pricing Strategy

Ongoing Sales & Marketing

- In the Passing Lane
- Sell Sheets
- Prospecting
- Conversation Starters
- Statistics Sheet
- Thought Leadership
- Blog Posts
- Email Marketing
- Associations & Groups
- Events
- Social Media

