Your Partner Onboarding and Enabling Program Has a Million Moving Parts

How do you onboard faster and get your programs running like clockwork?

Q2E

With hundreds of touchpoints and a million moving parts, it can be nearly impossible to get new partners up and running quickly.

The clock is ticking.

According to Forrester, companies must get a partner onboarded, enabled and actively selling within 120 days after recruitment, or the partnership is likely to fail.

Partners quickly lose interest if they don't understand your sales processes, aren't trained on your solutions, or don't know what they need to do next. Doing a poor job of onboarding can even damage your brand and reputation, because unhappy partners spread the word to prospective partners.

The benefits of getting new partners up and running quickly are huge because higher performing, engaged partners generate exponentially more sales over the lifetime of the relationship.

Accelerate Onboarding and Maximize Partner Engagement More Efficiently

Q2E's Guided Journey™ Platform delivers a digital high touch experience to engage partners from the very start without the high expense and resources required for traditional high touch service. Our patented gamification ensures they stay engaged and also motivates stakeholders to participate in the process.

The result?

Your partners quickly become knowledgeable about your company, trained on your solutions, well-versed on your joint value proposition, and ready to work within your sales processes. And, that efficiency extends to every role in your organization, including marketing, support, solution architects, operations—anyone who is part of the journey.

Go Beyond the Partner Portal

Portals are like warehouses, full of valuable resources—if you know where to look. The problem is, partners often don't go searching for what they need. While Q2E leverages portals, it goes much farther, engaging partners by giving them the resources they need, when they need them, without any effort on their part, or yours. Q2E also adapts to constantly changing conditions by dynamically rerouting partners and stakeholders.

Your Onboarding Process

- Do you have a defined process for onboarding new partners?
- Is it difficult to determine whether partners have met their obligations?
- Is a joint sales plan part of the onboarding process?
- Do you recommend or require partners to create demand generation programs?

By digitizing the journey, Q2E anticipates what partners need before they need it and guides them to the next step. It also gives you real-time, actionable visibility at every touchpoint.

Partner Onboarding that Runs Like Clockwork

The Q2E Guided Journey™ Platform enables you to:

- Custom-tailor the journey to fit your unique processes, programs and teams
- Ensure everyone knows what they need to do and when, with role-based processes
- Gain real-time visibility into where each partner is in the onboarding process
- Drive partner engagement and motivate desired actions with our patented gamification
- Easily manage all aspects of the partner lifecycle: training, tiers, and compliance requirements
- Empower partners to become part of your team with personalized access to just what they need
- Make better decisions because Q2E overlays business data and process data as part of the journey
- Spend your time on other things, rather than managing cumbersome spreadsheets

For more information, contact us: sales@q2e.com   •   www.q2e.com

About Q2E

Q2E began with the mission to develop simple, innovative solutions that allow companies to engage, measure and scale their sales through their partner ecosystem. In addition to our customizable Guided Journey™ Platform, we have several packaged solutions that use the platform to solve businesses' biggest problem: How to enable digital transformation by making complex processes easier to manage.