



# Partner Enablement Overview

Empowering our Partners for Success



# Welcome & Agenda

Welcome to the Tetherfi Partner Training Program! We're excited to embark on this journey with you as we build a successful partnership together.

## Phase 1: Introduction & Awareness (Live)

About Tetherfi - Company Profile & Global Presence  
Client Success Stories  
Solutions Overview  
Live Demo of Key Products

## Phase 2: Partner Self-Enablement (Self-learning)

Training Journey for Partners  
Partner Training Portal  
Department-Wise Enablement  
Partner Benefits & Next Steps

### Channel partner training program with benefits

This slide shows details regarding various types of training sessions with topics to be covered in each session to educate partners. It includes sessions on product services introduction, sales, technical, marketing, customer service and other trainings.

Training Session	Topics Covered	Benefits
Introduction to the Product/Service	Overview of <ul style="list-style-type: none"><li>Product/service</li><li>Features</li><li>Benefits</li></ul>	<ul style="list-style-type: none"><li>Helps channel partners understand the product/service they are selling and how it can benefit their customers</li><li>Add text here</li></ul>
Sales Training	Understanding <ul style="list-style-type: none"><li>Customer needs</li><li>Sales techniques</li><li>Objection handling</li></ul>	<ul style="list-style-type: none"><li>Enables channel partners to sell more effectively, increase revenue, and build stronger customer relationships</li><li>Add text here</li></ul>
Technical Training	Product/service <ul style="list-style-type: none"><li>Installation</li><li>Configuration</li><li>Troubleshooting</li></ul>	<ul style="list-style-type: none"><li>Gives channel partners the technical knowledge and skills needed to effectively support and service their customers</li><li>Add text here</li></ul>
Marketing Training	<ul style="list-style-type: none"><li>Branding</li><li>Messaging</li><li>Lead generation</li></ul>	<ul style="list-style-type: none"><li>Helps channel partners market the product/service effectively, generate leads, and build their business</li><li>Add text here</li></ul>
Customer Service Training	<ul style="list-style-type: none"><li>Communication skills</li><li>Customer support best practices</li></ul>	<ul style="list-style-type: none"><li>Teaches channel partners to provide excellent customer service, improve customer satisfaction, and build loyalty</li><li>Add text here</li></ul>
Business Management Training	<ul style="list-style-type: none"><li>Financial management</li><li>Goal setting</li><li>Strategic planning</li></ul>	<ul style="list-style-type: none"><li>Helps channel partners manage their business effectively, set goals, and create a roadmap for growth.</li><li>Add text here</li></ul>

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.



# Training Journey for Partners

Our comprehensive partner training program is designed to equip your team with the knowledge and skills needed to successfully sell, implement, and support Tetherfi solutions.



## Learn

Access role-based training modules and resources

*Self-paced courses, webinars, and documentation*



## Certify

Validate expertise through certification programs

*Sales, technical, implementation, and Product Support certifications*



## Go-to-Market

Leverage marketing resources and sales tools

*Co-branded materials, demos, and pitch decks*



## Support

Ongoing assistance from Tetherfi Partner Team

*Technical support, sales enablement, and business reviews*



## Partner training 101





# Partner Training Portal

The Tetherfi Partner Training Portal is your centralized hub for all training resources, certifications, and enablement materials.



## Role-based Training

- Sales training for account managers and sales teams
- Technical training for implementation specialists
- Support training for customer success teams



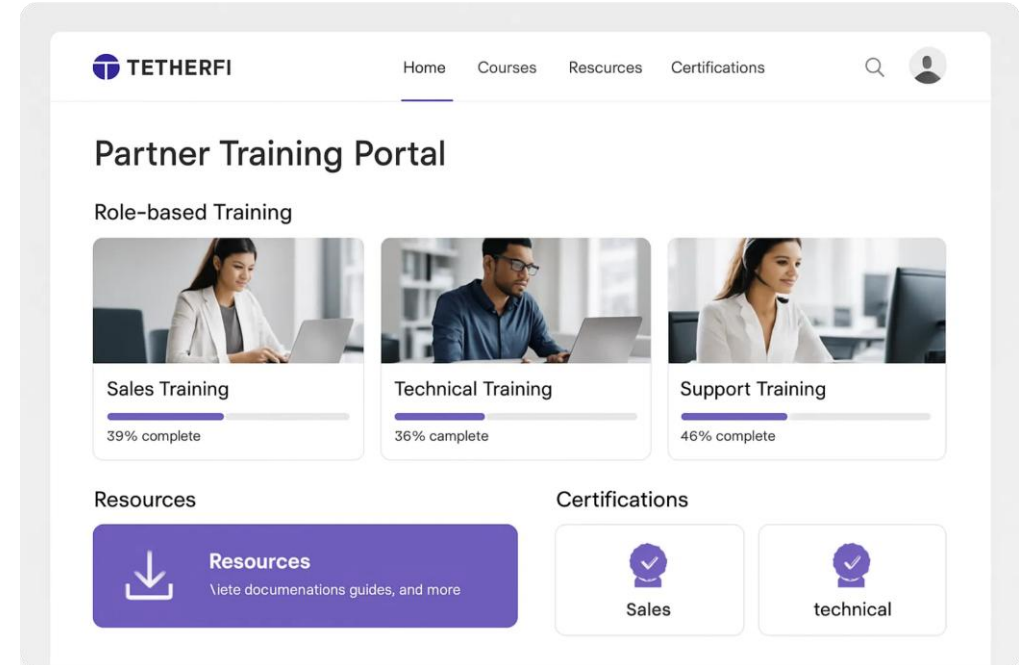
## Resources

- Product documentation and guides
- Sales and marketing collateral
- Implementation playbooks



## Certifications

- Sales certification program
- Technical certification program
- Implementation certification program



## Portal Access

Partners receive personalized login credentials with access levels based on partnership tier and team member roles.

# Department-Wise Enablement

We provide tailored enablement resources for each department in your organization to ensure comprehensive support across all functions.



## Sales

- Pitch decks & presentation templates
- Case studies & reference stories
- Objection handling guides
- ROI calculators & value propositions



## Pre-Sales

- Product & Architecture Deep Dive
- Product Demo
- Solution Overview
- Proposal & RFP response



## Professional Services

- Product configuration guides
- Demo environments & sandboxes
- Integration documentation
- Troubleshooting resources



## Product Support

- Implementation methodologies
- Support escalation procedures
- Best practice guides
- Customer onboarding templates





# Partner Benefits

Partnering with Tetherfi provides significant advantages that drive business growth and customer success.



## Faster Time-to-Market

Leverage our ready-to-deploy solutions to quickly address customer needs and accelerate implementation timelines.



## Improved Win Rates

Differentiate your offerings with innovative customer engagement and agent experiences solutions that address critical market needs.



## Joint GTM Activities

Collaborate on marketing campaigns, events, and customer acquisition initiatives with shared resources.



## Dedicated Partner Manager

Receive personalized support from a dedicated Tetherfi Partner Manager for strategic guidance.





# Thank You

We look forward to a successful partnership!