



Partnership Kick-off 🍌



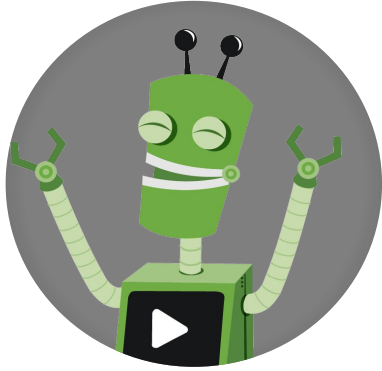
Contents



- What To Expect
- Your Program & Timeline
- Outcomes



Meet Your Vidyard Team



Name

Partner Manager

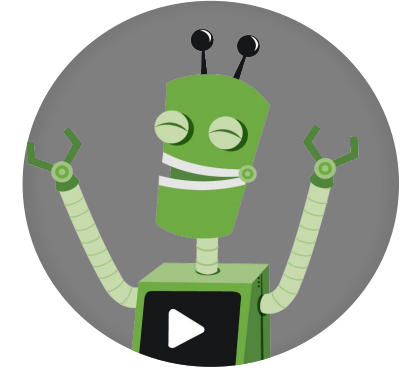
- *Vidyard Co-Sell program coordination;*
- *Coach for selling Vidyard;*
- *Helps with go-to-market approach and ongoing sales success;*
- *Free-to-paid strategy;*
- *Account Mapping*



Name

Partner Enablement Manager

- *Vidyard training;*
- *Vidyard success;*
- *Platform expert;*
- *Handles renewals;*
- *Helps with go-to-market service offerings*



Vidyard Support

Vbot + Team!

- *Technical issues;*
- *Bug reporting;*
- *General platform inquiries*

support@vidyard.com

<https://knowledge.vidyard.com/hc/en-us>



Go-To-Market Program

Hands-on guidance and **sales** training during the first 90 days of our partnership.

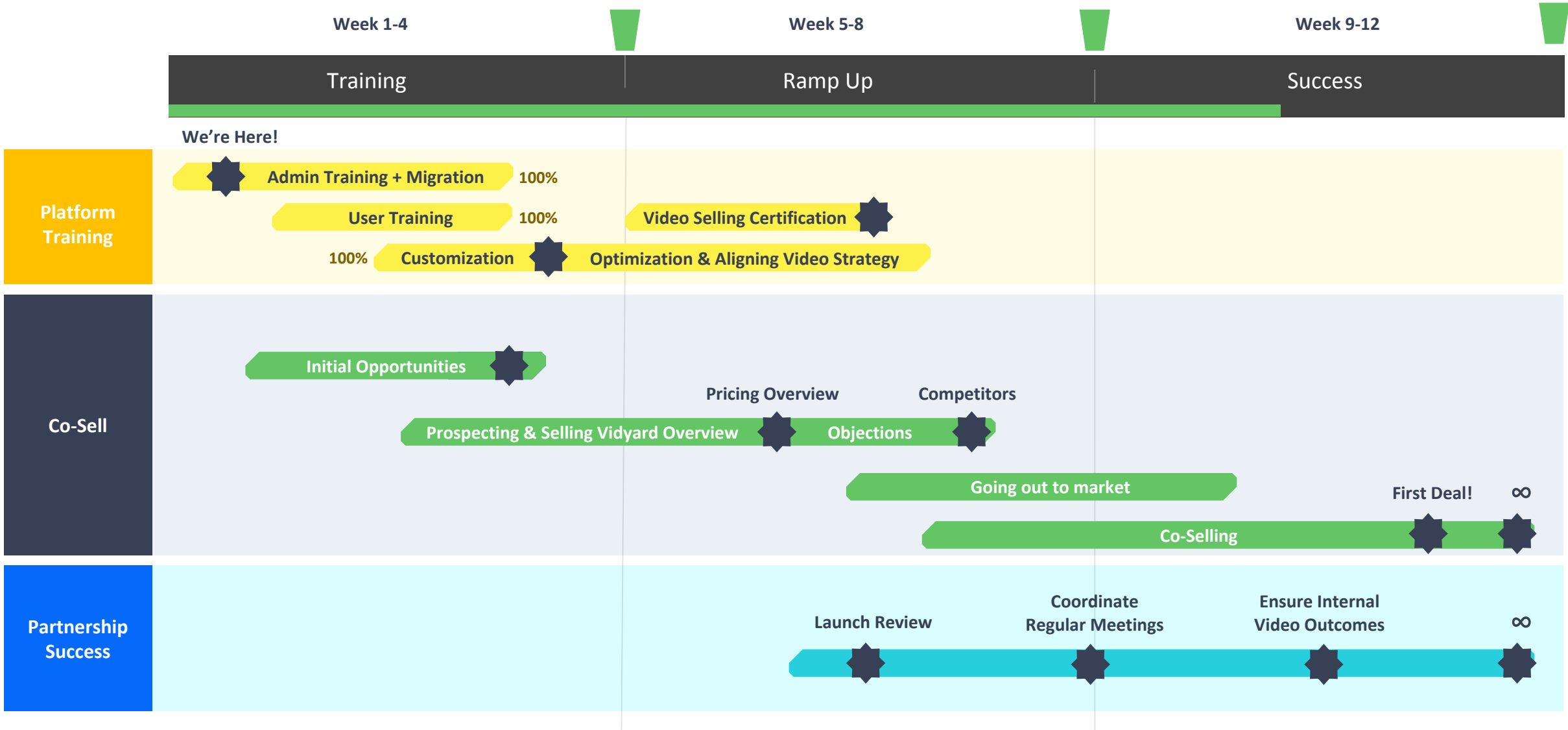


Launch Program

Hands-on guidance and **platform** training during the first 60 days of our partnership.



Sample 90-Day Timeline





1

Discovery

Who is [Partner]?

Key Areas	Notes
Agency Overview (History, team size, etc.)	<ul style="list-style-type: none">
Core Business Focuses	<ul style="list-style-type: none">
What you're excited for with Vidyard?	<ul style="list-style-type: none">



The [Partner] Team

A clear plan and shared accountability is the key to success

KEY PLAYERS	NAME & ROLE
Executive User(s)	
Marketing Users	
Sales Users	
Service Users	
Design, Web Admin, Branding, etc.	



Partnership Goals & KPIs



Top three business goals as they relate to your marketing use case of the Vidyard Platform

	YOUR BUSINESS GOALS	PRIMARY OUTCOMES	METRICS OF SUCCESS	POTENTIAL CHALLENGES
1	Product Goals	<ul style="list-style-type: none">	<ul style="list-style-type: none">	
2	Partnership Goals	<ul style="list-style-type: none">	<ul style="list-style-type: none">	
3	Business Goals	<ul style="list-style-type: none">	<ul style="list-style-type: none">	





What's Next?



- **[Partner]** starts using platform and does basic admin setup
- **Vidyard** coordinates User Training + Optimization
- **Vidyard** to plan agency examples to help support

