

salesforce



Salesforce.com Consulting Partner Program

A guide to consulting opportunities & resources
from the world's leading cloud-computing company

Contents

Introduction	2
Cloud computing: the opportunity	2
Salesforce.com: your partner in cloud computing	3
Our commitment: support for your success.....	3
Program overview: levels and requirements	4
Get real value from your partnership.....	5
Building your cloud-computing business	5
Planning a strategy.....	5
<i>Traditional business consulting services</i>	6
<i>Technical services</i>	6
<i>Products</i>	6
<i>Reselling Force.com products</i>	7
<i>Referral fees</i>	7
Defining your service and solution offerings	7
Take advantage of Consulting Partner Program resources	7
Resources to make you a product expert	7
Resources to help with your salesforce.com projects.....	8
Resources to generate new business.....	9
Resources to sharpen your selling skills	10
Resources to manage your business	11
Resources to stay informed	12
Moving forward	12
General salesforce.com resources	12
Salesforce.com partner resources	13

Introduction

Welcome to the Salesforce.com Consulting Partner Program. Whether you've recently enrolled or are beginning to explore a partnership with salesforce.com, this guide is the place to begin. We'll show you how becoming a consulting partner with the world's leading cloud-computing company can help you thrive in one of the fastest-growing segments of the technology industry.

In these pages, we'll explore the many opportunities open to you in cloud computing as a salesforce.com partner, and show how we can help fuel your success. We'll discuss the details of the program—how it works, the resources we provide, and what we ask of you.

You're on the ground floor of a great thing. The elevator is waiting.

Cloud computing: the opportunity

For consultants like you, cloud computing represents an enormous opportunity. The technology is transforming business computing, from CRM and standard office applications to the role IT managers play in their organizations. Thousands of services are already available in the cloud: raw infrastructure and development tools, personal productivity applications, CRM and beyond. For consulting firms surveying this altered landscape, the term "game-changing" comes to mind.

One of the biggest forces driving customers to the cloud is cost. Both your clients and prospects face the challenge of managing their spending while maintaining control of their business. They need to retain their customers, win every deal, and closely track performance. Cloud computing has emerged over the last decade as the best way to maximize a company's IT investment while minimizing overhead. Applications running in the cloud are delivered as a service over the Internet, eliminating the need to buy, install, and maintain costly hardware and software. At the enterprise level, the cloud offers a faster, easier model for building and deploying applications while eliminating the up-front capital investment to support on-premises deployment.

Beyond cost savings, cloud computing's subscription-based model drives higher levels of customer satisfaction. That's an important factor for both us as a vendor and you as a consultant. Because customers have the freedom to leave at any time, cloud-computing vendors must be vigilant about maintaining high customer satisfaction and ensuring that they consistently meet—if not exceed—customer expectations.

High customer satisfaction leads to company success, and that creates a virtual cycle: more doors opened, more business from current customers, more opportunities all around. The benefits of this virtual cycle extend to the entire cloud-computing ecosystem, including our consulting partners and the technical and strategic advisors who define and deploy your clients' cloud-computing strategies.

Cloud computing is dramatically changing the IT landscape. But that change hasn't reduced the demand for consulting partners who can serve as trusted advisers. As in the traditional consulting model, your customers still depend on you to assess their business and its processes and create solutions that work. Expertise is critical to your customers' success—they're looking to you to configure cloud-computing applications as well as build custom applications from scratch to support their specific needs. Companies also are seeking ways to integrate cloud-computing solutions from different vendors. And longer term, some companies are looking to move their entire IT infrastructure to the cloud. Cloud computing is the new IT frontier and will require considerable expertise—which you, as a Salesforce.com Consulting Partner, are in a unique position to provide.

“Over the past 9 years, the Salesforce.com Consulting Partner Program has expanded its scope to support our firm's continued innovation and growth.”

Corinne Sklar
VP Marketing
Bluewolf

“Once we've established a working partnership with a company, we can build anything for them: whether utilizing the Force.com platform to develop Web sites and portals or writing custom mobile applications on the iPhone.”

Adam Caplan
CEO
Model Metrics

Salesforce.com: your partner in cloud computing

We view the Salesforce.com Consulting Partnership as a collaborative, working relationship that combines your consulting expertise with our company's technology leadership. Salesforce.com is the enterprise cloud-computing leader. For our 67,900+ customers, the salesforce.com value proposition is easy to sum up: Your success. Our cloud.

And customer satisfaction and success is what salesforce.com is all about. According to a June 2009 survey conducted by MarketTools Inc.:

- 95% of salesforce.com customers plan to continue being customers
- 93% would recommend salesforce.com to others

Here's why. On average, customers report:

- Sales revenue increased 27%
- Average profit margin increased 17%
- Service and support productivity increased 37%, while costs decreased 25%
- The Force.com platform reduced development costs by 48%
- Sales productivity increased 32%
- Lead conversion increased 27%
- Customer retention increased 26%
- Average ROI: almost 65% in 10 months

These remarkable numbers reflect the success of the world's largest cloud-computing ecosystem:

- **The Sales Cloud:** the world's #1 sales application
- **The Service Cloud:** from the call center to the social Web, a complete platform for customer service
- **The Custom Cloud—Force.com:** our development platform and infrastructure for enterprise cloud computing

Our commitment: support for your success

As a Salesforce.com Consulting Partner, you have a share in the continued success of our company and the future of cloud computing. And we depend on you. Partners play a critical role by helping our customers succeed with our industry-leading CRM solutions and Force.com technologies. Over the past 10 years, more than 1,000 of the most innovative consulting firms have joined the salesforce.com ecosystem. They're helping companies of all sizes implement and build cloud applications that deliver real value—quickly. You'll be joining them.

Here's what that relationship as a Salesforce.com Consulting Partner can mean to your firm:

- **Partner with the leader** – With 67,900+ customers, salesforce.com is the proven leader in enterprise cloud computing and cloud-based customer relationship management (CRM). Our partners have the unique advantage of delivering customer solutions that are built on the most complete CRM technology in the industry. And with the Force.com cloud platform, our consulting partners can build custom applications that support any area of a customer's business, such as HR, accounting, compliance management, and more.

“We've delivered over 1,000 successful Salesforce CRM projects for our clients both in the Sales and Service Cloud, and built custom solutions leveraging the Custom Cloud.”

Alana Kaselitz
Principal Founder
Echo Lane

6 steps to partnership success

1. Become familiar with the partner portal
2. Define your cloud-computing business strategy
3. Train and certify your project teams
4. Promote your salesforce.com business
5. Register leads and projects in the partner portal
6. Develop and enhance your product expertise

- **Collaborate for success** – Salesforce.com offers the support you need to be successful throughout your partnership. As a salesforce.com partner, you'll have access to the online salesforce.com partner portal, which is home to a rich set of partnership management tools, technical guidance, and go-to-market resources to help you become a cloud-computing expert and drive business success.
- **Develop unrivaled expertise** – In addition to providing partners with role-based training and technical support, salesforce.com offers a range of professional development resources. Resources such as our online sales and consultant resource centers provide partners with the same tools and reference materials that our employees use in the field. Salesforce.com also offers the world's first cloud-computing certification program to arm our partners with the skills they need to deliver flawless customer deployments.
- **Resell Force.com technologies** – With the Force.com VAR Program, you'll be able to sell Force.com user licenses directly to your customers as part of an overall customer solution. Participating partners can take advantage of aggressive license discounting, which provides a strong economic foundation to build a profitable, recurring revenue stream and grow their cloud-computing businesses.

Program overview: levels and requirements

As a Salesforce.com Consulting Partner, you're an extension of our company, and we designed the program with that premise in mind. We want you to be able to deliver outstanding customer success as well as build a profitable salesforce.com business. There are no fees of any kind: You simply need to meet the minimum qualification requirements of the program.

The Salesforce.com Consulting Partner Program offers three partnership levels based on your commitment and the maturation of your salesforce.com business: Registered, Select, and Premier. The program also supports the separate category of Global Systems Integrator, which includes those consulting partners with an established global presence that make a significant investment in the development and growth of their salesforce.com business. Recognition as a Salesforce.com Global Systems Integrator is granted only by invitation, with the terms defined in a negotiated partnership agreement.

As a new partner, you'll begin at the Registered Partner level and have 6 months to meet the minimum program requirements. All salesforce.com partners are evaluated semi-annually to determine their placement in the program. At the time of evaluation, you'll have the opportunity to advance to a higher program tier based on your performance against the program requirements as outlined in the chart below:

Salesforce.com Consulting Partner Program Requirements

Requirements	North America			APAC & EMEA			Latin America		
	Registered	Select	Premier	Registered	Select	Premier	Registered	Select	Premier
Average customer satisfaction score (last 12 months)	80%	80%	80%	80%	80%	80%	80%	80%	80%
Project health rating (last 12 months)	80%	85%	90%	80%	85%	90%	80%	85%	90%
Minimum number of certifications ¹	1 consultant or developer	5 total (min 2 consultants)	20 total (min 5 consultants, 5 developers)	1 consultant or developer	5 total (min 2 consultants)	20 total (min 5 consultants, 5 developers)	1 consultant or developer	5 total (min 2 consultants)	20 total (min 5 consultants, 5 developers)
Minimum number of projects registered (last 12 months)	N/A	20	50	N/A	20	50	N/A	20	50
Revenue commitment ²	\$25,000	\$250,000	\$2 million	\$10,000 ²	\$100,000 ²	\$300,000 ²			
<i>Brazil & Mexico</i>							US\$200,000	US\$350,000	US\$500,000
<i>Rest of Latin America</i>							US\$75,000	US\$150,000	US\$250,000

¹ In February 1, 2010, we'll be updating all developer certification requirements to a minimum number of advanced developer certifications. Partners will have 6 months to come into compliance with the new requirement, and we encourage partners to plan for the change and prepare their staff members accordingly.

² North America: sourced revenue only; Rest of World: joint, sourced, or resell. Revenue commitments listed are for Fiscal Year 2010; updated requirements to be confirmed for Fiscal Year 2011, which begins February 1, 2010. Note: The financial commitments required of partners vary by region. For more information, please refer to the Salesforce.com Consulting Partner Program Guide posted to the salesforce.com partner portal.

During the remainder of fiscal 2010, our consulting partners will be evaluated using the fiscal 2010 revenue requirements. We'll be making updates to the program revenue requirements for fiscal 2011 and will share the updated targets with you before February 1, 2011. Also, please note that partners operating in multiple regions must meet the program requirements for each region and country.

Get real value from your partnership

Salesforce.com provides our partners with the infrastructure, enablement, and marketing and sales support to build successful and profitable businesses in the cloud. By joining the Salesforce.com Consulting Partner Program, you'll have immediate access to a wide range of benefits based on your partner level.

Salesforce.com Consulting Partner Program Benefits

Benefits	Registered	Select	Premier
General Benefits			
Salesforce.com partner portal	√	√	√
Lead registration & referral fees	√	√	√
Salesforce.com partner newsletter	√	√	√
Named partner account manager			√
Technical Benefits			
Unlimited Force.com developer & testing environments	√	√	√
Force.com tutorials & content	√	√	√
Developer toolkits & code libraries	√	√	√
Technical discussion boards	√	√	√
Community technical support	√	√	√
Pre-release environments	√	√	√
Product road map briefings		√	√
Named technical account manager			√
Marketing & Sales Benefits			
Embedded & AppExchange distribution options	√	√	√
Participation in the Force.com VAR Program	√	√	√
Leads from the AppExchange	√	√	√
Salesforce.com Partner Program logo	√	√	√
Salesforce.com event sponsorships	√	√	√
Marketing & sales best practices & tools	√	√	√
Featured listings on the AppExchange		√	√
Joint PR activities with salesforce.com		√	√
Joint marketing activities with salesforce.com			√

Building your cloud-computing business

Now that we've given you an overview of the program, let's get into the details. We'll begin with some of the fundamentals for building your cloud-computing business, and then give you a complete picture of the resources available to you as a Salesforce.com Consulting Partner.

Planning a strategy

Let's start with some basic questions. How will you make money in the cloud? What revenue streams are out there? Which are best suited to your firm's strengths?

First, let's put to rest a lingering myth about cloud computing—that it squeezes out consultants. The argument goes something like this: Because the software runs on a vendor's server, rather than on-premises, the vendor, not the consultant, takes primary responsibility for routine upgrades and regular maintenance. Consultants are left with only the crumbs.

It's true that cloud computing puts more responsibility on the vendor. Because end users are literally logging onto our servers each day, we develop a closer working relationship and generate higher expectations from our customers. And that will be true for you as well. In the cloud, your clients will expect faster ramp-ups and quicker

fixes. Development cycles are shorter, pilot projects are more common, and your work is expected to pay dividends more quickly.

But cloud computing offers plenty of revenue streams, especially for a firm nimble enough to keep pace.

Traditional business consulting services

We're referring to services that are part of the DNA of most consulting firms that have earned trusted advisor status with their clients. Those firms bring to the table a deep understanding of industry best practices, business process strategy, alignment, and change management. Trusted advisors inevitably also have specific functional expertise. Salesforce.com Consulting Partners have made a name for themselves in the cloud building customer care solutions for the hospitality industry, client-management solutions for talent agencies, and product management solutions for confection companies, to name just a few. The list is long and the possibilities are endless.

None of the services offered by traditional consultants disappear in the cloud deployment model. In fact, the need for proven experts to help companies improve their business processes becomes even more important in a cloud-computing environment. Because the technology is faster and easier to deploy, cloud-computing solutions focus more on improving the way customers run their businesses than do traditional software deployments. You and your clients are free to look at larger issues like workflow efficiencies and regulations compliance rather than constantly getting bogged down in software tinkering.

And of course, there's often a need for training. That includes training end users on Salesforce CRM as well as on the specific configurations and new applications you've created.

Technical services

Salesforce CRM is extremely customizable. You can change layouts and add business logic. You can add and modify fields and reporting functions. Some implementations retain the familiar tabbed interface we provide. Others don't look remotely like it. And some applications, developed by consultants using Force.com—the salesforce.com cloud platform—go well beyond customer relationship management. They also sometimes go beyond the PC, showing up on mobile devices.

For custom development work, there's a huge advantage to working in the cloud. The Force.com platform eliminates the pain, cost, and risk of managing infrastructure: the hardware, storage, compilers, sandbox test environments, and other trappings of a development environment. We provide everything—you just need a wired connection. Of course, you don't have to be on your customer's premises nearly as often because the application and the development platform are running here, not there. But the biggest difference is focus: You're free to concentrate on delivering real value that can transform an organization, not just automate for the sake of doing so.

Products

With cloud computing, you also can offer cloud products that you develop, giving your firm an additional, steady source of subscription revenue. This opportunity often arises when you find yourself customizing similar types of applications for multiple customers. Rather than reinvent the wheel each time, you might build the module once as a plug-in component of Salesforce CRM. That component is the seed of a potential new product. To get an idea of what's possible, take a look at the products listed on the [AppExchange](#), salesforce.com's cloud-computing marketplace—many of which are developed on the Force.com platform. (We'll have more to say about the AppExchange below.)

“Today more people are free to think about innovation, about solving business problems without worrying about their technology infrastructure.”

Chris Barbin
CEO
Appirio

Reselling Force.com products

You can resell Force.com user licenses at a substantial discount through the Force.com VAR Program, the first cloud-computing program for the channel. Because user licenses are subscription-based, reselling Force.com also offers the stability of a predictable, recurring revenue stream to help grow your cloud-computing business.

Referral fees

We'll also give you a cut of the salesforce.com business you send our way. All salesforce.com partners can submit new leads to salesforce.com via the partner portal and receive a referral fee for all referred business that closes. For more details, please review our Program Policies:

<http://sites.force.com/partners/resource/1250719024000/ProgramPoliciesPDF>

Defining your service and solution offerings

The next step in building a cloud-computing business is to define your service and solution offerings. Those offerings will begin to distinguish your firm from the competition.

The obvious place to begin is with your firm's domain expertise. Do you specialize in clients and projects from a specific industry? Perhaps you have a track record with a specific business function, such as customer service, benefits management, or accounts payable. Are you already known for a technical expertise: developing custom applications, integrating salesforce.com with other technologies, or working with specific salesforce.com products?

Once you've identified your strengths, you should "connect the dots" by packaging your services. Clients tend to think in terms of expected outcomes, not menu items. So instead of just presenting a checklist of your strengths, find ways to weave your services together into a packaged offering: a narrative that takes prospects from the beginning of the process to its successful conclusion. You should try to answer this general question: "If I hire this firm, where will it take me and how will I be better off?" You can use hypothetical examples to help provide an answer. And as you develop more experience in the cloud, you can also cite actual case studies of customer success.

Another way to define your company is through a product portfolio. The products you create can speak volumes about who you are: an expert in project management, for example, or email integration, or a specific industry. For customers, every successful product is an extension of your marketing expertise. It provides tangible validation and gets customers to ask, "Who created this great application and what could they do for me?"

Take advantage of Consulting Partner Program resources

Resources and more resources. The Salesforce.com Consulting Partner Program offers a gold mine of enablement tools, reference materials, and marketing information that can help you make the transition to the cloud. That's why you signed up. Many of these resources can be found at the salesforce.com partner portal. Following is an overview of what we offer you.

Resources to make you a product expert

The first step in becoming a successful consulting partner is to learn our products. Salesforce.com offers a variety of product training programs to give you the product skills to deliver flawless customer deployments. In fact, we believe certification is so indispensable to your customers' success that we make it a requirement of the program.

- **Salesforce.com Certification** – Salesforce.com offers the world's first cloud-computing certification program, supported by five role-based certification tiers: Administrator, Advanced Administrator, Consultant, Developer, and Advanced Developer. For each tier, candidates must pass a certification exam, which is administered at 200+ test centers around the globe. Becoming certified gives your consultants the product competency they need to expertly work with salesforce.com technologies and instills customer confidence in your team's capabilities.

“The Force.com VAR Program gives us everything we need to help our customers in the cloud.”

Steven Warshawsky
Director
Perficient

Today, Salesforce.com Consulting Partners are required to have a minimum number of consultant certifications and developer certifications. Beginning February 1, 2010, we'll be raising the bar by updating the requirement to a minimum number of consultant certifications and advanced developer certifications. Developer certification will no longer count toward the program requirements.

For all certifications, we suggest you complete the preparatory courses first, but don't require it. The recommended coursework for each certification type is detailed below:

- **Training delivery options** – From online to instructor-led, salesforce.com training delivery options give you the flexibility to build a training plan that meets the specific learning needs of your organization.

- **Online product training** – Your team members and new consultants who join your practice can get up to speed through our self-paced online courses that can be accessed anytime, anywhere, eliminating costly travel expenses and time away from billable customer engagements. Courses are organized by role so your consultants can easily locate the appropriate training for their individual needs.

To help you save money and administer training for your team, we offer subscription-based Premier Training, which gives your staff unlimited access to our large catalog of self-paced online courses as well as discounts on instructor-led courses.

- **Public, instructor-led courses** – Offered in a classroom setting, these courses are led by salesforce.com experts who guide you through hands-on exercises, answer your questions, and share case studies and examples from a wide range of successful implementation projects. You can start with the fundamentals—Administrative and Implementation Essentials—or jump to the coursework that best fits your knowledge and experience. Instructor-led courses are offered throughout the year across the globe, and you can find the current schedule on the online salesforce.com training and certification Web site: www.salesforce.com/training
- **Private, instructor-led courses** – If you want to train a group of consultants or developers together, you can save money and effort by having salesforce.com conduct a private training course at your place of work. For more information and scheduling, contact your alliance manager.

Resources to help with your salesforce.com projects

As your projects become more complex, you can benefit from additional technical assistance and product best practices. We have several technical help options available from the partner portal to support you through the different project phases.

- **The Consultant Resource Center** is home to a rich set of technical reference materials and implementation resources to help your team members deliver flawless customer deployments. This is the place to find product news, updates, and implementation support as well as specific info on sales, service, marketing, and overall org design.
- **Developer Force** is the place to get started with Force.com, the leading cloud-computing platform for custom application development. As a Salesforce.com Consulting Partner, you have the opportunity to join Developer Force and gain access to a free Developer Edition environment plus self-guided tutorials, toolkits, and downloadable reference books on Force.com fundamentals and advanced techniques.
- **Community discussion boards** are the place to discuss your burning questions and connect with the community. We offer technically oriented boards around Force.com development, including specific technologies such as Force.com code (Apex), Force.com pages (Visualforce), Force.com sites, Java, .NET, and

“As a Salesforce.com Consulting Partner, we have access to a complete set of enablement resources and marketing opportunities to accelerate our sales and build a profitable business.”

Josh Holtzman
President
American Data Company

much more. We also offer general boards that cover a wide range of topics of interest to consultants, including Salesforce CRM best practices, desktop integration, and product discussions.

- **Test and demo orgs** let you test new technologies, create customized demos, and develop proofs of concept for your prospects and customers. All editions are available from the partner portal.
- **Formal technical support** resources beyond the community discussion boards include **Salesforce.com Basic** and **Premier Support** programs for partners:
 - **Basic Partner Support** – This free service includes:
 - Unlimited application, basic developer, and partner program–related support
 - Online case submission with 2-day initial response time for all case types and severities
 - Proactive alerts and outage communication
 - **Partner Premier Support** – Includes the above, plus:
 - Significantly faster response times based on severity level
 - 24/7 availability for any Severity 1 issues
 - A dedicated premier support manager for your account—available for a fee, per case, or on an annual basis

“We see the AppExchange as a way to capitalize on project work that seems applicable beyond a small group of clients.”

Andy Atkins
CEO
CRM Manager

To get help with both technical and partner program issues, simply log into the partner portal and submit a case. And if you're onsite with a premier customer, you can also log a case on your customer's behalf.

- **Expert Services** – These services let you leverage salesforce.com consulting experience and in-depth product expertise to ensure customer projects are successful. Expert Services can help you:
 - Supplement partner implementation teams with product or platform experts
 - Proactively identify potential implementation issues
 - Share knowledge and experience gained from similar implementations
 - Take advantage of best practices, new feature knowledge, and the product road map
 - Validate and optimize salesforce.com configuration and architecture during the project life cycle
- **Staying current with salesforce.com** – We do three releases a year and as a result, our cloud app is constantly evolving. New release training is available free online with every release. Members of our partner community also have the opportunity to participate in periodic product briefings. These training and briefing sessions cover changes and enhancements being made to our Sales Cloud, Service Cloud, and Custom Cloud products—giving you exclusive insights that can be critical to your continued success as salesforce.com partner.

Resources to generate new business

Building awareness for your firm, marketing your services, differentiating yourself from the competition, and generating leads: these are the building blocks of every successful organization. Being a Salesforce.com Consulting Partner lets you position yourself as a consulting firm with strong cloud-computing expertise—and the experience to back it up. And we can help:

- **Salesforce.com content syndication** – You provide a way for your Web site visitors to learn more about salesforce.com—and we repay you with qualified leads. Simply embed a salesforce.com “free trial” button anywhere on your Web site. It's easy: We give you the code. When anyone coming from your site activates a

trial, we'll send you an email with a link to the new lead along with follow-up instructions on how to qualify the lead for credit. We'll even add the lead to your partner portal lead view.

This is a true win-win-win. Your prospective clients get valuable content from salesforce.com. You can provide that content without worrying about keeping up-to-date information on your site. In true cloud-computing fashion, we manage the content copy, images, and lead buttons. You can even choose from multiple languages. With salesforce.com content syndication, you get the reflected glow of being a salesforce.com partner, along with a list of qualified leads—people and companies who have not just kicked the tires, but signed up for a test drive.

- **The AppExchange services and solutions marketplace** – As a salesforce.com consulting partner, you can market and deliver your services and solutions to the largest cloud-computing customer audience—more than 1.5 million people and counting. Together, these two types of listings make the AppExchange the most complete, single-source marketplace for partner solutions as well as salesforce.com's second-largest brand. All leads generated by the AppExchange are free—and the listing process is easy: We walk you through the form step-by-step.

AppExchange service listings give you visibility with the salesforce.com customer base and our own customer-facing teams. Listings include an overview and details of your services, optional pricing, and customer reviews, including evaluation of quality, cost, and meeting the schedule; partner experience, number of salesforce.com certified professionals, and other experience and satisfaction metrics; and a profile—which you can use to augment your listing with demos, white papers, and customer success stories. All your registered project data will also be displayed within your listing.

AppExchange application listings solve one of the biggest dilemmas facing any partner interested in selling an application: how to distribute it. With the AppExchange, the answer is simple: Just post it on our global marketplace and reap the financial and marketing rewards. The AppExchange currently has more than 800 application listings, attracting salesforce.com prospects and customers from all industries who access, try, and deploy critical business applications—with just a few clicks. You don't have to be a big development firm to benefit from the AppExchange. Firms of all sizes can showcase their in-the-field experience and domain expertise to mine untapped niches. If your clients are benefitting from your repeatable solutions, chances are that other salesforce.com customers will, too.

- **Event sponsorships** – Sponsorships let you create high-value lead-generation channels or simply get more attention from our sales and marketing teams, our developer community, and the press and analysts. You'll find a central clearinghouse for reserving targeted sponsorships of conferences, gatherings, and Web properties in the Go-to-Market section of the partner portal.
- **And more** – The Go-to-Market section of the partner portal offers a host of marketing tools and resources to help you generate awareness and drive demand for your products and services. You'll also find PR templates, logos, and usage guidelines that help you align with the salesforce.com brand and promote your relationship with our company.

Resources to sharpen your selling skills

Once you enter the sales cycle, the more you know, the better you'll sell. We've amassed a treasure trove of information to help sharpen your selling skills. The **Sales Resource Center** is a one-stop shop for all the product information and tools you need to position and sell salesforce.com products: product sales kits, industry-specific sales tools, competitive resources, tools for creating compelling ROI models, and pricing and promotion information.

- **“Getting Started” sales training** – If you're new to the salesforce.com partner community or you've brought someone who is, this is the place to start. We offer a brief (but entertaining) video “What is Cloud Computing,” a three-module self-paced instruction in new partner sales training, and the deck our account executives use on their first call. If you learn just one deck, make sure it's this one.

- **Sales kits by product** – Sales Cloud, Service Cloud, and Custom Cloud: three kits, one place to find them. You'll find first-call decks, demos, data sheets, white papers, FAQs, a list of top discovery questions, and much more.
- **Industry resources** – “Do you know our industry?” In many selling situations, it's all about vertical knowledge and expertise. From software and semiconductors to commercial banking, communications, and insurance: we've gathered industry resources—demos, white papers, first-call presentations—that can raise your credibility.
- **Countering the competition** – Although salesforce.com is nearly synonymous with cloud computing, other companies know an opportunity when they see one and are joining us. Our presentation “Welcome to the Real-Time Cloud” showcases salesforce.com's competitive strengths and will give you a great introduction. We've also prepared individual supplements that distinguish us from each of our main competitor's offerings.
- **Customer success stories** – More than anything else, salesforce.com sells customer success—and you can, too, by incorporating our wildly successful customer base into your discussions and presentations. Our 95 percent customer satisfaction rate is unmatched, so use it to your advantage. At the Sales Resource Center, we've provided links to more than 100 customer success stories, which are profiled on our corporate Web site. The stories cover the customer's challenges, the solutions, and the corresponding benefits. We also provide PowerPoint customer snapshots in the form of slides featuring a customer success story that can be easily incorporated into other decks.
- **Monthly “Selling Success” Webinar series** – Produced by our Partner Sales Productivity organization, this interactive series covers all aspects of partner selling. If you miss a live Webinar, we've archived it for later viewing.

Resources to manage your business

Given our DNA, you'd expect nothing less from salesforce.com. Our account, lead, opportunities, and project management resources will not only help you stay organized, but help give your organization hands-on experience with cloud-based CRM.

- **Salesforce.com Certification management** – Using the certifications attained by your entire organization is an essential marketing tool to promote your skills and salesforce.com expertise. Your individual team members can easily link their completed certifications to your partner account through Webassessor, our certification exam provider. All certifications linked to your account will be displayed to customers and prospects via your AppExchange listings.
- **My Leads** – This feature lets you submit, view, and edit leads—and earn a percentage of the revenue for referred accounts.
- **My Opportunities** – Qualified leads become joint opportunities, which we tag as partner-sourced and assign to an account executive—who will reach out to discuss the opportunity with you. My Opportunities will keep you both on the same page: tracking current status, active account executive, your role in the sale, and, once the opportunity closes, the dollar amount.
- **My Projects** – Customer satisfaction is our top priority, and you play a key role in achieving it. By registering your project and providing some basic information, you can tell us about successful implementations—information we can then pass on to our customers via the AppExchange. Customers can see the number of projects you've completed and your satisfaction ratings. In this way, projects can become a key differentiator that highlights your experience and success. You can also use My Projects to share status updates with your salesforce.com account manager.
- **Customer Satisfaction Surveys** – Monitoring customer satisfaction lets you evaluate how well your projects went and provides insight into your customers' assessment of the value you delivered. As you complete a customer project and enter the project end date in the portal, you're required to send out a satisfaction survey. Your project status will not change to “Completed” until the survey is returned by your customer. Survey results

will appear within your AppExchange listings to help potential customers evaluate your services. We also use this information internally to evaluate your performance during our semi-annual partner reviews.

Resources to stay informed

A crucial part of our collaborative relationship is the exchange of information and ideas between you and our company. Throughout the year, salesforce.com holds events and Webinars, publishes newsletters, and provides other resources to keep you up to date on salesforce.com—while giving us a valuable opportunity to hear from you.

- **Master partner calendar** – All the salesforce.com activities and events of interest to our partner community are collected in one place to assist in your planning efforts. Calendar listings include salesforce.com Webinars, regional sales events, customer marketing events such as our Cloudforce Tour, and more. We recommend that partners check the master calendar often to stay current with salesforce.com happenings and make sure they don't miss out on the various activities scheduled throughout the year.
- **Partner newsletter** – Get regular updates on the latest program announcements, tips from salesforce.com experts, insights from your peers, info about networking events, and educational opportunities directly from your inbox. Make sure to keep your personal information up to date in the partner portal so that you can stay in the know and don't miss a single edition of the Salesforce.com Partner Newsletter.
- **Content** – In addition to accessing all the subject-specific information and tools already described, you can access an expanded selection of rich, up-to-date resources posted to the content feature in the partner portal. Content assets are categorized by partner role and life cycle to help you easily locate and subscribe to the most relevant information.
- **Ideas** – We're always looking for new ways to support your success, and the ideas feature on the partner portal is the place for you to offer your input. Let us know how we're doing and share your ideas for how we can improve the program.

Moving forward

As you can see, there's plenty here to get you started on the road to becoming a Salesforce.com Consulting Partner. If you haven't registered, you can do so here: www.salesforce.com/partners. Please review the program requirements and complete the form. We'll be happy to welcome you and your firm aboard!

And here are some additional resources that will help you along the way.

General salesforce.com resources

AppExchange

<http://www.appexchange.com>

Community Discussion Boards

<http://www.salesforce.com/community>

Developer Force

<http://developer.force.com>

Salesforce.com Blogs

<http://blogs.salesforce.com>

Training & Certification

http://www.salesforce.com/services-training/training_certification

Salesforce.com partner resources

Partner Portal Home

<http://www.salesforce.com/partnerportal>

Consultant Resource Center

<http://developer.force.com/consultants>

Sales Resource Center

https://na1.salesforce.com/apex/PP2PartnerPage?p=PP_SalesCentralHome

Content Syndication

https://na1.salesforce.com/apex/PP2ContentSyndicationPage?p=PP_SyndicateContent

Event Sponsorships

https://na1.salesforce.com/apex/SponsorshipsMasterPage?p=PP_Sponsorships

Technical Support

https://na1.salesforce.com/apex/CreateCase?p=PP_Case



For More Information

Logon to the partner portal:
www.salesforce.com/partnerportal

Corporate Headquarters

The Landmark @ One Market
Suite 300
San Francisco, CA, 94105
United States
1-800-NO-SOFTWARE
www.salesforce.com

Global Offices

Latin America	+1-415-536-4606
Japan	+81-3-5785-8201
Asia/Pacific	+65-6302-5700
EMEA	+4121-6953700

Copyright ©2010, salesforce.com, inc. All rights reserved. Salesforce.com and the "no software" logo are registered trademarks of salesforce.com, inc., and salesforce.com owns other registered and unregistered trademarks. Other names used herein may be trademarks of their respective owners.

WP_ConsultingPartner-Guide_2010-03-26