



Force Management Partner Select Program

Partnerships That Drive Profitable Revenue Growth



FORCE MANAGEMENT PROGRAM GUIDE

Force Management's Partner Select Program empowers our partners to better support their customer's ability to drive rapid revenue growth by focusing on sales messaging, execution, planning and talent.

The 'Select' program enables you to grow your business while enhancing your position as a trusted advisor to your clients.

Who We Are

Force Management helps businesses drive rapid revenue growth by focusing on four critical areas of sales effectiveness - sales messaging, execution, planning and talent.

We do this by helping companies establish a common mindset, as well as provide the necessary processes, tools and content for successful growth. These four elements help companies improve their ability to articulate their value, qualify and close opportunities more efficiently and accurately forecast the revenue of their sales teams.

We help sales leaders, front-line sales managers and reps develop the acumen necessary to compete in a commoditized market. We also help companies define the way they attract, hire, on-board and retain their client-facing team so they can significantly reduce the cost of hiring.

Our Partner Select Program offers access to these solutions and expertise by industry, domain, geography, business strategy, technology-need and service level. The objective is to connect the right partner with the right customer to implement the right solution.

Partnership Types

To ensure high levels of customer satisfaction with expanding market coverage, we offer the following partner types:

1. SALES AGENTS

Sales Agents act as an extension of the Force Management Sales Organization focused on driving revenue within their customer base. Agents have the ability to sell our complete product line, including The Command Series, to support their customers' required capabilities for achieving their desired outcomes.

2. REFERRAL PARTNERS

A Referral Partner is any individual - usually a consultant, existing customer, or sales professional - who can refer new customers to Force Management. In return, these partners receive a referral payment for every closed opportunity.

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How We Measure Success

- ✓ Increased organic revenue growth
- ✓ Improved deal velocity
- ✓ Increased market share
- ✓ Increased revenue per seller
- ✓ Increased cross-sell/up-sell deals
- ✓ Larger average deal size
- ✓ Better win/loss ratio
- ✓ Higher % of client-facing professionals meeting or exceeding plan
- ✓ Faster time-to-productivity for new sales professionals
- ✓ Lowered cost-of-customer/new client acquisition
- ✓ Improved forecast accuracy
- ✓ Increased retention of top performers

Our Point-of-View

Our systematic approach to sales effectiveness starts with the sales conversation and ends at an organizational level, aligning sales execution with corporate strategy and designing roles and workflows for success. Our four-step process to sales effectiveness is focused on one thing - results.

Customer Engagement

Command of the Message[®]
 Articulate Value and Differentiation

Command of the Sale[®]
 Qualify, Advance and Close Sales Opportunities

Management Operating Rhythm

Command of the Plan[®]
 Build Healthy Sales Pipelines and Forecast Accurately

Command of the Talent[®]
 Select, On-board and Retain Top Performers

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Command of the Message®

Articulating value and differentiation in a way that has meaning to the buyer

Command of the Message® enables sales teams to be audible-ready throughout the sales process to describe their solutions to customers' problems in a way that differentiates them from the competition and enables them to charge a premium for their products and services.

To customers, the buying process is as emotional as it is rational. To speak their language, sellers must understand what really matters to the buyer and be able to pivot their message to resonate across multiple audiences.

Force Management's Command of the Message® methodology gives sales teams a framework to guide the customer conversation.

Results Customers Achieve:

- Higher sales productivity
- Higher average deal size/contract value and margins
- Higher monthly/annual reoccurring revenue
- Lowered cost of customer acquisition and retention
- Higher customer engagement and adoption

Command of the Sale®

Improving the ability to qualify, advance and close opportunities

Command of the Sale® provides sales teams with a buyer-driven sales methodology that arms them with the knowledge and tools to effectively and consistently qualify, advance and close opportunities.

A successful customer engagement process is all about consistency and customer alignment. Do your customers have the right processes, tools and systems in place to qualify, advance and close sales opportunities?

Force Management's Command of the Sale® methodology helps boost sales execution by putting a customer engagement process in place that aligns with your customer's buying process.

Results Customers Achieve:

- Revenue goals achieved (initial sale, cross/up-sales, renewals)
- Improved sales velocity
- Consistent qualification of the right opportunities
- Improved competitive win rates
- Cross-functional alignment that drives execution of sales campaigns

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Command of the Plan®

Developing territory, account and opportunity plans that build pipeline and enable accurate revenue forecasts

Command of the Plan® equips sales managers with the processes and tools that provide structured direction and coaching for the critical aspects of a sales team's job - territory planning, pipeline building, account planning and forecasting.

In sales, there needs to be visibility into what the team is doing and how they're performing. Having this line of sight is critical. Force Management's Command of the Plan® methodology focuses the attention on the critical, high-value sales activities that drive sustained revenue growth.

The output is a repeatable and predictable cadence that helps build a healthy pipeline, cover territories and accurately forecast revenue.

Results Customers Achieve:

- Increased sales productivity
- Healthy pipelines
- Improved sales forecasting accuracy
- Increased cross-sell, up-sell, renewal and retention rates

Command of the Talent®

Recruiting, hiring, on-boarding and developing sales talent

Command of the Talent® equips sales managers with processes for attracting, on-boarding and developing sales reps who are capable of succeeding within a value-based, high-accountability selling environment.

Finding the right sales people is hard enough. When you factor in role-specific on-boarding, development and retention strategies, the task gets harder.

Our talent solutions arm sales leaders with an intuitive approach for selecting and developing high- performance teams. Command of the Talent® offers an intuitive approach and easy-to-use toolkit for managing talent and defining what success looks like within a company's sales roles.

Results Customers Achieve:

- Defined roles needed for success
- Improved ability to find and select high performers
- Improved ramp-up time
- Retention of key talent
- Ability to actively manage career path and succession planning

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Market Leading Differentiators

Sustainable Revenue Growth

We are focused on helping companies consistently predict and hit their revenue targets in order to drive sustained growth.

Customized Engagement

Our sales effectiveness solutions are customized by industry, organization and customer base. Clients are intrinsically involved in the development and rollout of all initiatives, ensuring final deliverables specific to their needs.

Measurable Results

Our approach is proven, our people are trustworthy and our results speak for themselves. Customer success is our success.

Lasting Adoption

We build adoption into our engagement process so organizations are set up for lasting reinforcement from the start. Adoption is a mindset that informs the way customers run their organizations. It's essential for sustained success.

Our Experience is Our Strength

Our process is based on what we know sets customers up for the greatest success. All of our sales consulting projects follow a similar, highly structured approach:



- **Kickoff & Discovery:** quickly gather the foundational insights required to complete the remaining stages
- **Workshops:** rapidly develop the content required for sales enablement programs, through a series of high-impact workshops
- **Integration:** design and develop the sales enablement programs to leverage existing initiatives
- **Delivery:** deploy sales training programs
- **Embed:** ensure that the desired learning behaviors are adopted in the short-term and sustained in the long-term for maximum sales effectiveness

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Force Management Partner Select Program Benefits

Force Management Partner Select Program benefits are designed to help you maximize your business relationship with Force Management and are your connection point to the Force Management team and solution set. This rich set of program benefits will enable you to expand your business into lucrative new categories and become an asset to your customers.

Enablement Benefits are organized into 3 categories – enablement, demand creation and profitability. They provide you with the training, tools and support to build a profitable business around Force Management’s offerings.

This section provides an overview of the program benefits across all three categories:

Partner Portal

The partner portal provides you quick and easy access to the program and product information.

Partner Communications

As a Force Management Partner, you will receive our newsletter updating you on important program and product changes. In addition, you will be invited to informative webcasts and other communication events.

Training and Certifications

Force Management offers extensive development and education opportunities to ensure that you are well equipped to architect, sell, deliver results and support our Sales Effectiveness solutions. We offer both web based and instructor-led training courses.

Sales Tools

Force Management provides a variety of sales tools and assets to help you at each step in the sales process – from identifying and defining opportunities, to creating and validating solutions, to negotiating and closing the business. Some of these tools include customer presentations and proposals.

Partner Advisory Council

As a Force Management Partner, you will be eligible to participate in our Partner Advisory Council. A select group of partners are chosen to participate in this council and have a voice in the development of future Force Management programs, products and technologies.

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Demand Creation Benefits

Force Management Partner's demand creation benefits are designed to provide you with the tools you need to generate demand for your Sales Effectiveness solutions. These benefits support your efforts to get in front of customers with a compelling value proposition in a way that supports your own brand and leverages the technology advantage.

- **Co-Sale Campaigns with Force Management:** Partners will be eligible to participate in co-selling campaigns led by Force Management. These campaigns will drive qualified leads directly back to you for sales nurturing.
- **Force Management Logo Use for Partner Webpage:** Partners will receive access to the Force Management Partner Program logos for their qualified tier. This logo may be used in all partner generated, customer facing sales and marketing materials including corporate websites, sales collateral, presentations, signage, events and press activities.
- **Market Development Funds:** Force Management Partners are eligible to receive MDF. MDF may be used to fund activities that drive demand and sales opportunities for solutions including customer events and seminars, marketing campaigns and promotions, telemarketing campaigns, digital and social media marketing and advertising.
- **Partner Events:** Partners may be invited to participate in regular sponsored events. These events are a great opportunity to align with Force Management strategies and demonstrate joint solutions built around our technology.

Profitability Benefits

Force Management is committed to long term success for both our customers and partners. In regards to our partners, we want to provide programs & products that will help you achieve your financial objectives of profitable growth.

- **Partner Contract:** As a symbol of our mutual commitment to growing our business together, Force Management offers qualified partners up to a multi-year contract that establishes a commitment to identify, capture and grow profitable business opportunities over the long term.
- **Tiered Product Commissions:** Force Management is pleased to be able to offer you a set of rich product commissions based on your tier level within the program that can provide you with a competitive margin structure. These commission levels are designed to provide you with the value you need to win business while allowing you to also build a profitable business around our solutions.
- **Access to Customer Subscription Payments:** In addition to building a profitable business around selling and implementing Force Management solutions, you will have access to an attractive set of monthly support products. These recurring revenue opportunities are a great addition to your Sales Effectiveness offerings that can provide a steady revenue stream for your business.

Join Our Winning Team

Learn More About our Partner Program

Let's Get Started

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