YACHT-MATCH
Preferred Partner

Preferred Partner Onboarding Program

Yacht -Match Preferred Partner Onboarding is the process of introducing and bringing Yacht-Match new Partners into our company's Partner Program.

Preferred Partner Program includes business planning, sales and technical training, systems integration, marketing support and lead generation, co-selling and all the benefits Preferred Partner gains through the entire Partner journey with the Yacht - Match Group

Preferred Partner Program

Unique selling points Y-M Partner Program per target group:

- **Fleet operator**
- **Charter agent**
- **Dealer**
- **Supplier**

Program steps:

1. **Welcome to the Preferred Partner Program**
2. **Partner Kick-Off Call**
3. **Develop a Partner Business Plan**
4. **Establish Goals & Benchmarks on a firm Timeline**
5. **Preferred Partner Training**
6. **Provide Easily Accessible Sales & Marketing Resources**
7. **Hand Off Leads & Jointly Work Sales Opportunities**
8. **Track & Measure Success**

Step 1: Welcome Partners to YM Preferred Partner Program

Asset Checklist:

- Welcome letter
- Table of content
- Onboarding checklist or next steps
- Solutions overview and benefits
- Partner program overview and benefits by tier if applicable
- Instructions for accessing and using your partner portal
- Overview of Partner Portal content and functionality
- Information on training or certification programs required to sell or implement your solutions
- Overview of sales and marketing tools and customer-facing materials:
- Solutions demos (ideally videos or in live time)
- Partner and product case studies
- Audience personas Preferred Partner newsletters
- Rules of engagement to avoid misunderstanding between the Partners
- Deal registration requirements, guidelines and approvals (if required)
- FAQs
- Links to all resources noted in the kit
  Contact information, such as YM Team, Sales
- Managers, marketing support, back-office support – Pre Sales

Step 2:

YM Host a Kick-Off Call

Kick-off call Partner : to set the stage and ensure everyone is on the same page. Getting day-one buy-in from key stakeholders in the partner organization is paramount.

YM Preferred Partner welcome kit

Step 3:

Develop a Partner Business Plan

Develop a joint business plan with partner.

How the partners achieve their sales goals and company growth? How YM fit into their business?"

Step 4:

Establish Goals & Benchmarks on a Firm Timeline

Setting the milestones with the Partner - must be set and tied to dates to reach agreed-upon goals.

KPIs that are leading indicators include:

Participation in YM sales and marketing training (YM services)

Participation at YM events or webinars/podcasts or Joined events
Engagement with the YM Knowledge Zone portal
Number of campaigns sent
Number of demos or proofs of concept performed
Number of deals registered

Step 5:

YM Preferred Partner Training

YM Group Services & Brand Values - to deliver joined proof of concept

Step 6:

Provide Easily Accessible Sales & Marketing Resources

Brandable YM sales collateral include:

- Flyers
  - Every charter guest should receive a flyer
  - Every charter boat should contain a Y-M presentation
- Datasheets
- Battlecards with comparisons to the competition
- Sample proposals - Simplified
- Point of Sale Branding
  - Window stickers
  - Short video for presentation on TV
  - Van sticker
  - Flags at the quay
  - Flags on the boats
  i.Small ones permanently in the rig
  ii.Long ones to hoist when the yacht is at the base
- Sponsoring partner shirts with Y-M partner logo
- Solutions demos (ideally videos or in live time)
- Partner and product case studies
- Audience personas for Preferred Partner newsletters

Step 6:

Provide Easily Accessible Sales & Marketing Resources

YM Branded Marketing materials, such as:

· Partner marketing kits or "campaigns in a box" – create basic marketing joined collateral materials
·Templated email campaigns
· Topical blogs
· Promotional social posts
· Content-rich vendor YM website for partners to direct customers (as we already have?)
· Customizable web landing pages

Step 7:

Track and Measure Joined Success

Number of Deals in the Pipeline

Step 8:

Annual Partner meeting

Goal is to learn from each other