

salesforce.org

partner
network
2020

Welcome to the 2020 Salesforce.org Partner Network



We are thrilled to continue our commitment to Salesforce.org partners' success for the 6th year in a row, as we transform into the Salesforce.org Partner Network and continue to collaborate with our partners more deeply across Nonprofit and Education. The impact we are driving for nonprofits and schools across the globe grows stronger and wider each year thanks to the work we do together for our customers' success.

There are three core principles of the Salesforce.org Partner Network that lay the foundation for how we work together throughout the year:

- **Partner Enablement is the bedrock of Customer Success**
- **Selling hand-in-hand serves our customers better**
- **Joint marketing delivers a stronger message to a wider audience**

By being a member of the Salesforce.org Partner Network, you will have access to resources that will help you and your firm grow deeper technical and product expertise, nurture leaders and teamwork within your organizations, and reach customers by connecting to what they care about - growing the impact of their mission.

Our continued promise to partners is to work together towards joint success through co-marketing, collaboration with our sales teams, and technical, marketing, & sales enablement through the benefit packages outlined here. Think of it as a framework for how we collaborate, a baseline of where to get started, and we will continue to expand and innovate throughout the year as best fits each market.

We look forward to working with you this year to serve our customers and we thank you for all of your amazing contributions to this community and the betterment of the world!

Amy Law Pannu
Salesforce.org Global Alliances



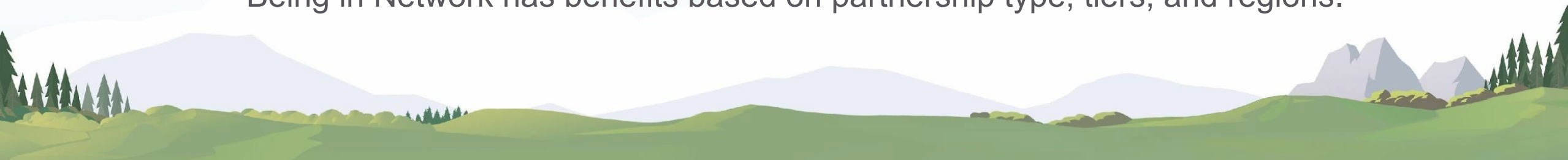
Salesforce.org Partner Network



Salesforce.org Partners is a global network of consulting firms and design & marketing agencies.



Being in Network has benefits based on partnership type, tiers, and regions.



Right-Sized Tiers to Meet Your Goals



Ideal for partners in **rapid growth** desiring hand-in-hand sales, marketing, & demand generation activities, that can invest both time and funds at a higher level to see results



Designed for partners looking to **grow their business** through increased access to Sales team & marketing, but can execute themselves, at a medium investment cost



This “**self-serve**” level includes access to Power of Us Hub, Partner Badge, Training & Info Webinars, and Marketing & Events Resources at a low investment cost

2020 Salesforce.org Partner Timeline



Global Salesforce.org Benefits

All firms in the Salesforce.org Partner Network are Eligible for these Benefits*

- Monthly Partner Webinar + Office Hours
- Scheduled Release & Roadmap Training
- Technical Enablement Webinars & Virtual Trainings
- Live Event Enablement Training
- Access to the Power of Us Hub & Partner Groups
- Salesforce.org Partner Badge & Marketing Kit
- Social Media on the Salesforce.org Partner Accounts
- Attendance at Salesforce.org Partner Forums/Roundtables
- Sponsorship of Salesforce.org Events
- Participation in Salesforce.org Alliances Hosted Events
- Co-Hosted Demand Generation Events
- Ability to submit & present Content Proposals for Salesforce.org Events

*Some benefits may incur an additional cost



Salesforce.org Consulting Partners - AMER 2020 (FY21) Benefits	REGISTERED \$1,000	IMPACT \$8,000	PREMIUM \$20,000
SALES COLLABORATION			
Winning With Partners Stories (Internal Marketing)	Eligible	1	2
Internal Salesforce.org Chatter Group (on Org62)		X	X
Logo in Sales First Call Deck (By Market Segment)		X	X
Alliances support for Live Event or Video Marketing to Sales Team		1	2
Partner Journeys / Getting Started Packages	X	X	X
Deal Support with Partner Account Manager		X	X
Invitation to Salesforce.org Sales Kickoff (limit 2 staff)			X
Salesforce.org Business Review - Meet with Alliances twice annually to review our Joint Strategy			X
MARKETING & EVENTS			
Partner Logo Listed on Salesforce.org Website	X	X	X
Partners' Customer Success Story Marketing	Eligible	1	2
Salesforce.org Partner Summit Tickets (each Summit Geo, for In-Geo Partners)	1	1	2
Dreamforce Registration Code - Reduced Salesforce.org Partner Rate	2	4	8
Dreamforce Theater Presentation			1
PARTNER SUCCESS & PRACTICE DEVELOPMENT			
Salesforce.org Product Certification Vouchers (Nonprofit & Education Cloud Consultant)	2	4	8
Early Access to Salesforce.org Pilots, Betas, Training Roundtables, & Announcements	Eligible	Eligible	Eligible
Access to Salesforce.org Cases through the Partner Community	X	X	X

Salesforce.org Consulting Partners - EMEA 2020 (FY21) Benefits	REGISTERED \$1,000	IMPACT \$8,000	PREMIUM \$12,000
SALES COLLABORATION			
Winning With Partners Stories (Internal Promotion)		Eligible	Eligible
Internal Salesforce.org Chatter Group (on Org62)		X	X
Logo in Sales First Call Deck (By Market & Country)	Eligible	X	X
Deal Support with Partner Account Manager		X	X
Invitation to Salesforce.org Sales Kickoff (limit 2 staff)			X
Salesforce.org Business Review - Meet with Alliances twice annually to review our Joint Strategy		Eligible	X
Monthly Partner Calls with Internal Teams		Eligible	Eligible
MARKETING & EVENTS			
Partner Logo Listed on Salesforce.org Website	X	X	X
Partners' Customer Success Story Internal Marketing	Eligible	1	2
Salesforce.org Partner Summit Tickets (each Summit Geo, for In-Geo Partners)	1	1	2
Dreamforce Registration Code - Reduced Salesforce.org Partner Rate	2	4	8
Dreamforce Theater Presentation			1
PARTNER SUCCESS & PRACTICE DEVELOPMENT			
Salesforce.org Product Certification Vouchers (Nonprofit & Education Cloud Consultant)	2	4	8
Early Access to Salesforce.org Pilots, Betas, Training Roundtables, & Announcements	Eligible	Eligible	Eligible
Access to Salesforce.org Cases through the Partner Community	X	X	X

Salesforce.org Consulting Partners - APAC & LATAM 2020 (FY21) Benefits

REGISTERED
\$1,000

IMPACT
\$8,000



SALES COLLABORATION

Internal Salesforce.org Chatter Group (on Org62)		X
Logo in Sales First Call Deck (By Market & Country)	Eligible	X
Deal Support with Partner Team		Eligible
Salesforce.org Business Review - Meet with Alliances twice annually to review our Joint Strategy		X
Monthly Partner Calls with Internal Teams		X

MARKETING & EVENTS

Partner Logo Listed on Salesforce.org Website	X	X
Partners' Customer Success Story Marketing	Eligible	Eligible
Salesforce.org Partner Summit Tickets (each Summit Geo, for In-Geo Partners)	1	1
Dreamforce Registration Code - Reduced Salesforce.org Partner Rate	2	4

PARTNER SUCCESS & PRACTICE DEVELOPMENT

Salesforce.org Product Certification Vouchers (Nonprofit & Education Cloud Consultant)	2	4
Early Access to Salesforce.org Pilots, Betas, Training Roundtables, & Announcements	Eligible	Eligible
Access to Salesforce.org Cases through the Partner Community	X	X



Salesforce.org Consulting Partners - Marketing Cloud & Digital Agencies 2020 (FY21) Benefits	REGISTERED \$1,000	IMPACT \$8,000	PREMIUM \$20,000
SALES COLLABORATION			
Winning With Partners Stories (Internal Marketing)	Eligible	1	2
Internal Salesforce.org Chatter Group (on Org62)		X	X
Logo in Sales First Call Deck (By Market Segment)		X	X
Alliances support for Live Event or Video Marketing to Sales Team		1	2
Partner Journeys / Getting Started Packages	X	X	X
Deal Support with Partner Account Manager		X	X
Invite to Salesforce.org Sales Kickoff (limit 2 staff)			X
Salesforce.org Business Review - Meet with Alliances twice annually to review our Joint Strategy			X
MARKETING & EVENTS			
Partner Logo Listed on Salesforce.org Website	X	X	X
Partners' Customer Success Story Marketing	Eligible	1	2
Salesforce.org Partner Summit Tickets (each Summit Geo, for In-Geo Partners)	1	1	2
Dreamforce Registration Code - Reduced Salesforce.org Partner Rate	2	4	8
Dreamforce Theater Presentation			1
PARTNER SUCCESS & PRACTICE DEVELOPMENT			
Salesforce.org Product Certification Vouchers (Nonprofit & Education Cloud Consultant)	2	4	8
Early Access to Salesforce.org Pilots, Betas, Training Roundtables, & Announcements	Eligible	Eligible	Eligible
Access to Salesforce.org Cases through the Partner Community	X	X	X

2020 Eligibility Requirements - Consulting Partners*



Registered Tier

Certifications: 2+ Salesforce Certifications; At least 1+ Nonprofit Cloud Consultant or Education Cloud Consultant Certification

Projects: 2+ Salesforce.org projects in last 18 months with total **CSAT** > 8.5

Impact Tier

Certifications: 7+ Salesforce Certifications; At least 2+ Nonprofit Cloud Consultant or Education Cloud Consultant Certifications

Projects: 5+ Salesforce.org projects in last 18 months with total **CSAT** > 8.5

Go-To-Market Plan: Commitment to joint mutual plan with Salesforce.org

Premium Tier

Certifications: 15+ Salesforce Certifications; At least 5+ Nonprofit Cloud Consultant or Education Cloud Consultant Certifications

Projects: 5+ projects in last 18 months with total **CSAT** > 8.5

Go-To-Market: Commitment to joint mutual plan with Salesforce.org Alliances & Sales Leadership in Q1. Mid-Year plan review with Alliances team.

2020 Eligibility Details



Qualifying Certifications

At least 2 (two) different Cloud Certifications across: Nonprofit Cloud Consultant, Education Cloud Consultant, Sales Cloud Consultant, Service Cloud Consultant, Platform Developer I, Community Cloud Consultant, Marketing Cloud Consultant, Pardot Consultant, B2C Commerce Cloud Developer

All Consulting Partners are required to have a minimum number of Nonprofit Cloud or Education Cloud Consultant certifications to be eligible for the Salesforce.org Partner Network tiers in each vertical. Registered=1; Impact=2; Premium=5

Projects

Projects can only be counted if they are entered and evaluated (have an attached CSAT) into the [Salesforce.com Partner Community](#). Timebound projects (e.g. last 18 months) must have a score of 8.5+ and Partner Total CSAT must be 8.5+.

Growth Markets

Partners operating only in EMEA, LACA, and APAC are exempt from the timebound requirement under Projects (meaning total Salesforce.org projects will be counted).

Salesforce.com Partner Program

All Consulting Partners must be enrolled in the Salesforce.com Partner Program at the Registered Level or above to be eligible for the Salesforce.org Partner Network. If a partner does not renew their membership in the Salesforce.com Partner Program, they may be removed from the Salesforce.org Partner Network, cease benefits, and no refund given.



2020 Consulting Partner Commitments

Registered Tier

Publish 1 Thought Leadership asset per Year*

Publish 1 Customer Success Story per Year**

Impact Tier

Publish 1 Thought Leadership asset per Half*

Publish 1 Customer Success Story per Half**

2 People Attend Salesforce.org Trainings (Live or Virtual)

Achieve at least 1 Salesforce.org Certified Navigator within FY21

Premium Tier

Host at least 1 Partner-Led Event with Salesforce.org

Complete at least 1 Partner Solution, Consulting Journey, Getting Started Recipe, or Bolt

Publish 1 Thought Leadership asset and 1 Customer Success Story per Quarter**

5 People Attend Salesforce.org Trainings (Live or Virtual)

Achieve at least 1 Salesforce.org Partner Navigator Specialization or Masters within FY21

*Thought Leadership assets may include: Blog, Case Study, Webinar, E-Book, Whitepaper, Podcast, or Video related to Salesforce.org Products or Ecosystem that is shared on your channels and alerted to the Alliances team

**Customer Success Stories must be entered into the Story Submission tool

Consulting Partner Tiers - What's the Right Fit?



Registered Partner Tier

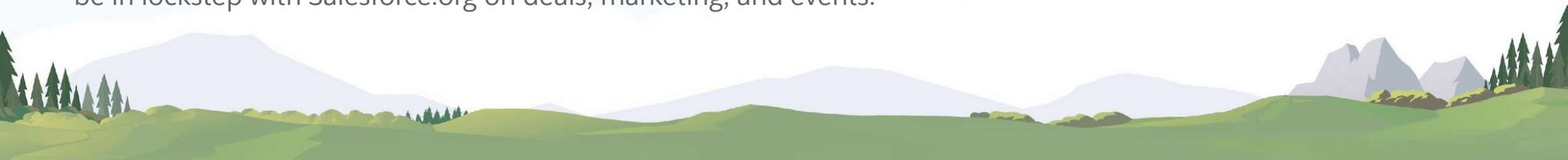
The Registered package is designed for partners that are interested in basic co-branding benefits such as being listed on our website, the Partner Badge, and access to marketing and event kits. This level is largely “self-serve” - you want access to Partner Communications, Webinars, and the Power of Us Hub, but are self-managing your relationships with the Sales teams and have a referral network growing your business at just the right pace for your team.

Impact Partner Tier

The Impact package of benefits is designed for partners that want increased access to the Sales and Marketing teams, and with that access can further forge relationships. In addition to the Registered benefits, you get to use your Chatter group on Org62 to highlight your expertise internally and collaborate with Sales on Accounts, leverage the Alliances team to connect your content and thought leadership across Salesforce.org for deeper channel exposure, and have additional opportunities to share your firm's expertise and elevate your customers' successes.

Premium Partner Tier

The Premium package of benefits is ideal for partners that are growing their businesses rapidly. Your executives want to attend our Sales Kick-Off, have Business Reviews with Alliances and Leadership, work closely with the Alliances team to coordinate & build deep relationships with the Sales teams, and meet monthly on your go-to-market plan to be in lockstep with Salesforce.org on deals, marketing, and events.





Partner Network FAQ

Q: What is the Salesforce.org Partner Network?

A: The Salesforce.org Partner Network is a go-to-market framework of benefits for our partners dedicated to the Nonprofit, Higher Education, & K-12 markets. The benefit packages include events, marketing, collaboration with our leadership and sales teams, and enablement so partners can choose the level that is right for their go-to-market strategy. All partner levels are required to be a partner in good standing with Salesforce.com at the Registered level or above.

Q: What is the duration of the Salesforce.org Partner Network?

A: The Salesforce.org Partner Network runs on our fiscal calendar. Benefits for the 2020 calendar year are valid for our FY21, from February 1st, 2020, to January 31st, 2021.

Q: How can I stay up-to-date on Salesforce.org's plans and communications to partners.

A: Be sure to join & subscribe to the [Partner Central group in the Power of Us Hub](#). Also, make sure Alliances knows who your best POCs are for Sales, Marketing, and Events.

Q: How do I ask the Alliances team a question?

A: You can post all your questions to the Power of Us Hub Partner Groups. The best groups to follow and ask questions in are [Partner Central](#) (benefit & go-to-market questions), [Partner Success Forum](#) (technical & product questions), & [Partner Marketing Resources](#).

Q: How do I ask a question to Alliances outside of the Hub?

A: Login to the Partner Community and submit a case, which will direct your question to the appropriate Alliances team member. If you are not yet a Salesforce partner, you can send an email to sfdopartners@salesforce.org.



Partner Network FAQ

Q: What is the “joint mutual plan” referenced in the Eligibility Requirements?

A: Salesforce.org Alliances and Sales Leaders will be collaborating closely this year in identifying our joint plans with each of our top partners for go-to-market. We will be working with our partners to set ACV Goals which connect to your consultancies yearly revenue goals.

Q: Can I upgrade my Salesforce.org partner benefit package later? Can I downgrade my package?

A: Yes, you can upgrade if you meet the qualifications of the level. This will be reviewed on a case-by-case basis depending on the remaining benefits of the year and determined by the Alliances team. Unfortunately, we cannot accept downgrade requests. There is no refund of fees paid or committed to via contract.

Q: Is there an enrollment period to sign-up for the Salesforce.org Partner Network?

A: The FY20 Benefits Packages are open for re-enrollment (by existing Salesforce.org Partners) from December 2019 - March 1, 2020. New partner sign-ups are accepted January 2020 - April 1, 2020.

Q: Is there a limit to the number of partners at each level?

A: No

Q: What is the Partner Summit?

A: The Partner Summit is a once-yearly event designed to provide our partners a collaborative environment where we can share appropriate strategic roadmaps and collaborate on our go-to-market activities.



Partner Network FAQ

Q: What are the Salesforce.org Partner Webinars?

A: FY21 Partner Webinars will have a brief agenda and/or topics of discussion to start, followed by open Q&A. They will pertain to the go-to-market activities outlined in the benefit packages, unless otherwise noted. Guest speakers may be invited on various topics related to best practices and Salesforce products, which will still be business and marketing-oriented and not technical discussions.

Q: What are Partner-Led Events?

A: The Alliances team will support partners in demand generation events to bring new customers to the platform, potentially including content, staff, and budgetary support, on a case by case basis.

Q: What is the Events for Sales Teams?

A: For eligible partners, the Salesforce.org Alliances team will help you get creative in coordinating an event with our sales team. These could take the form of an account mapping session, Lunch & Learn demo, Sales Team Happy Hour, QBR hosted-dinner, or other possibilities.

Q: What will be the partner involvement in Sales Kick-Off (SKO)?

A: Premium partners will be invited to bring up to 2 team members and participate in as much as possible at SKO to deepen the relationships with our sales teams and strategize together on the coming year. We do reserve the right for sensitive sessions to be exclusive to internal Salesforce.org employees.



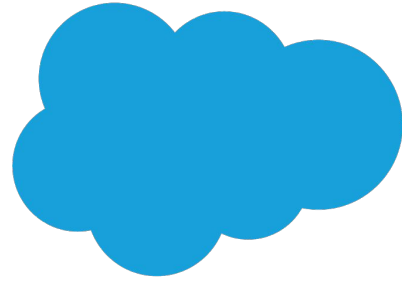
Take the next step. Apply to be a partner today!

Interested in becoming a *new* Salesforce.org Network Consulting Partner?

Step 1: Become a Salesforce.com Consulting Partner [here](#).

Step 2: [Complete this form](#) with the data to show how you meet the eligibility requirements for your desired level in the Salesforce.org Partner Network

Questions? Reach out to sfdopartners@salesforce.org



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