

PARTNER PLATFORM ONBOARDING

How we can onboard, upskill and enable your partners to sell and support services to a standardised level

Overview

The purpose of partner platform onboarding is to get partners up and running on your technology platform by rapidly enabling them and their staff to be as successful and self-sufficient as possible.

STW delivers partner platform onboarding in the form of an agreed programme of training content and associated support designed to equip each partner to the same minimum standard.

We do this by drawing on your sales and technical domain knowledge to complement our own, aligned with our considerable experience in the telecoms channel, to achieve your (and their) objectives for partner enablement.

Structure

All our work in this area is encapsulated in a **PARTNER PLATFORM ONBOARDING PROGRAMME** that is bespoke to your organisation and its partner needs. The common elements of such a programme include:

- **Dedicated workstreams for**
 - Sales
 - Understanding customer pain points
 - Identifying relevant prospects
 - Articulating product USPs
 - Pricing, bundles, market/competitive positioning
 - Operations
 - How the product works
 - Key features
 - Installation and configuration

- Engineering
 - Applications
 - Customisations / integrations
 - Support
- **Key outcomes that each partner should be able to demonstrate, e.g.**
 - Familiarity with how products work
 - Pitching the product/solution in context
 - Navigating and performing key actions via the partner portal (e.g. ordering)
 - Setting up basic configurations
 - Troubleshooting basic issues
 - Escalating faults
 - Accessing additional partner services
- **A focus on practical tutorials and examples**
 - Portal registration and activation
 - Hands-on exposure to the products
 - Real-world case studies and use cases

Approach and delivery

Delivery of the **PARTNER PLATFORM ONBOARDING PROGRAMME** is undertaken in 3 stages:

Development stage

We work with you to design the programme in line with your unique requirements. This stage can be accelerated by utilising common templates and STW best practice. Programmes are typically a blend of established frameworks with bespoke content.

Delivery stage

Once agreed, the **PARTNER PLATFORM ONBOARDING PROGRAMME** is delivered to your partners. This can be facilitated in-person or virtually, and with multiple partners in attendance or dedicated exclusively on a per-partner basis. Programme delivery typically takes 2.5–3 days.

Continuous improvement

STW is committed to continuous improvement in order to keep programmes optimised and fit for purpose. We regularly keep programme content up to date for market relevance and in line with your latest product features and any changes to partner strategy. Changes are also influenced by regular feedback from you and programme participants.