



## Solution Partners FAQ

### How do you make money with Nimble?

This program is in place to help you take Nimble to your new and existing customers in such a way that you gain valuable product and service revenue to strengthen your business. Meanwhile your customers get a great experience and get the most out of their Nimble deployment.

- Industry leading commissions
- Commissions paid monthly
- Renewals paid commissions

### What does Nimble provide you?

Nimble recognizes that CRM resellers are the trusted advisors to small and medium sized businesses and will play the pivotal role of insuring that they get the best out of Nimble. Strategic business process consulting, worry-free management of the services, and comprehensive support are a few of the valuable services that resellers are providing around Nimble to grow recurring revenue streams and deepen customer relationships. Resellers focusing on project-based revenue can manage customer deployments including data migration, provide user training and best practices, tackle systems integration, and develop custom application extensions.

As a Nimble Solution Partner, Nimble will provide you with:

- Nimble Partner Portal
- Nimble software for your business to use: Not-For-Resale license
- Nimble Partner Account Manager support
- Right to use Nimble Solution Partner (SP) logo
- Participation in partner meetings
- Participation in annual Nimble conference
- Nimble software for your business to use: Not-For-Resale license
- Subscription to the Nimble Partner Newsletter
- Web-based pre & post-sales technical support
- Commissions for Nimble products
- Technical training
- Sales & Marketing tools, collateral, and training



## **What is required of you?**

As a representative of Nimble, Nimble expects you to act with professionalism and integrity in your customer relationships. The following activities are required aspects of the program:

- Find and sell to customers
- Operate from a professional office facility
- Employ at least two full-time employees
- Complete the Nimble Partner Application and Agreement
- Submit sales and marketing plan
- Provide reference site within 12 months of authorization
- Employee at least one Certified Consultant on staff
- Promote Nimble in advertising and printed materials
- Comply with terms and conditions of the Nimble Solution Partner Agreement

## **Who is a good fit for this program?**

As trusted technology advisors, you play the pivotal role of helping your customers get the best out of Nimble. Nimble provides you with the tools, technology, training, and support to help make your Nimble business successful. Bringing the benefits of Nimble to your customers will strengthen and deepen the trust they have in you. Beyond the above requirements, our experience shows that our best resellers fit the following profile.

- You have CRM experience
- You have adopted and are a strong advocate of the SaaS model
- You can consult with companies on Social Business, Sales and Marketing Automation, Support and Training, Business Process, and Web Marketing
- You go beyond technology implementation and provide business guidance on technology adoption
- You are interested in and willing to grow your business
- You understand that service is via forms and emails, with an option for paid phone support

As always, your customers are looking to you for technology guidance. We recognize and appreciate this trusted relationship, and would like to see these Nimble opportunities bring considerable benefit both to you and your customers.



## **How do we communicate with you?**

We keep lines of communication open with consistent e-mail updates on products, courses and industry news. We actively solicit partner feedback through our Partner Advisory Council. And with our Partner Account Managers to help build your success, Nimble is always close by.

- Get valuable information on industry trends, product and partner information with a free subscription to the Nimble Partner Newsletter
- Get answers to your questions and hear the latest news on our monthly partner conference calls
- Meet with your Nimble Partner Account Manager and the answers you need are only a phone call away
- Your Partner Account Manager is responsible for developing sales opportunities through sales and marketing training, seminars, tradeshow, and various other methods
- Every year, Nimble hosts an information-packed conference focused exclusively on your business success. Learn new sales and marketing strategies, get the latest technical information, meet Nimble executives and network with other Nimble partners

## **What certification programs will be in place?**

The Nimble Certified Technical Consultant (CTC) course provides the technical training your Consultants need to successfully implement the Nimble solution. Nimble Solution Partners must have Certified Technical Consultants on staff. The Nimble Certified Technical Consultant course is designed for individual software consultants, either independent or employed by a Nimble Solution Partner, seeking certification in the installation, implementation and support of Nimble software. Training for Nimble Certified Technical Consultants is available online and all Certified Technical Consultants must pass an online certification exam.

## **What if happens if more than one partner is involved in a deal?**

End users will place all orders online – either via the Solution Partners Portal or the Nimble.com web site. Commissions are paid to the solution partner who gets the order. In some situations, after the initial sale, an end user may decide that they want to work with another Solution Partner. The end user ultimately decides their Solution Partner. The Solution Partner who gets the order, either additional licenses or upgrades, will continue to be paid commissions on those licenses as long as the Solution Partner is “Active” as a Nimble Solution Partner.

## **How much does it cost to join the program?**

There is no cost to join the Nimble Solution Partner program.