FastPass partner cooperation and motivation model

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General overview of FastPass partner model

FastPassCorp wants to reward all partners who help sell or implement FastPass. We want the model to give strong motivation and be fair to partners with different commitments.

We encourage partners to build FastPass competences in sales, marketing and support. Still partners without the time or business case for investing in FastPass can still do important contributions through strong customer contact, which can help other partners close a FastPass deal.

For software sales partners can choose between 3 different partner roles as described below:

Software sales	Sales	Invoicing	Consulting	Support line
Initiate sales -Finders Fee	Capable of 'elevator pitch'	Done by FastPassCorp or FP distributor	No	No
	Initiate FastPass sales process			
	No certification			
Standard sales	Capable of presenting FastPass value	Done by Partner	Yes	No
	Can present FastPass tech architecture		Good understanding of FastPass technical architecture	
	Understands implementation issues		Good understanding of implementation issues	
	Light certification		Light certification	Certification requirement
Best Practices Partner	Strong FastPass presentation skills	Partner	Understands ITIL processes	First Line support
	Can present FastPass tech architecture		Deep understanding of FastPass technical architecture	Can install FastPass
	Convincing in implementation issues		Complete understanding of implementation issues	
	Certification requirement		Certification requirement	Certification requirement

For sale of the FastPass Cloud services partners can choose between 3 different partner roles as described below:

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Cloud sales

	Sales	Invoicing	Consulting	Support line
Initiate sales -Finders Fee	Capable of 'elevator pitch'	Done by FastPassCorp or FP distributor	No	No
	Initiate FastPass sales process			
	No certification			
Standard sales	Capable of presenting FastPass value	Partner or FP distributor	Partly	No
	Good understanding of FastPass technical architecture			
	Good understanding of implementation issues			
	Light certification		Light certification	
Best Practices Partner	Strong FastPass presentation skills	Partner	Understands ITIL processes	Limited First Line support
	Deep understanding of FastPass technical architecture		Deep understanding of FastPass technical architecture	
	Complete understanding of implementation issues		Complete understanding of implementation issues	
	Certification requirement		Certification requirement	

The discount volumes or purchase prices for software and services depend on the partner's role and volume of business.