

# VeriShip Partner Program Guide

A go-to resource for VeriShip Channel Partners

Spring 2020

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# Introduction

## Welcome to the VeriShip Partner Program

The VeriShip Partner Program is for Referral, Affiliate, and Alliance Partners that are seeking to help clients with their shipping and fulfillment expense optimization.

The goal of the VeriShip Partner Program is simple: to provide Partners with robust tools, training, and resources so they can develop a profitable and sustainable business around VeriShip and assist their clients in their shipping and fulfillment expense optimization.

By entering into partnership with VeriShip, we offer your organization support for:

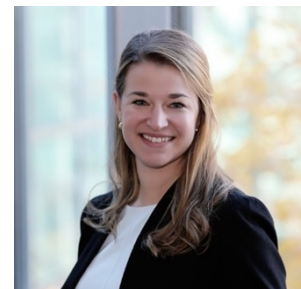
- Driving client innovation – by providing savings, control, and visibility into your client’s shipping and fulfillment expenses
- Expanding market opportunities – with thoughtful plan implementation that adds value in new markets
- Generating revenue – by providing an experience trusted by thousands of businesses across every industry

The VeriShip Partner Program rewards committed partners, builds stronger relationships and, ultimately, better serves our shared clients.

Thank you for your interest in the VeriShip Partner Program and we look forward to connecting soon.

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# What Is the VeriShip Partner Program?

## Overview

The VeriShip Partner Program supports the following partner types:

Referral Partners: Referral Partners identify and introduce potential clients to VeriShip in exchange for a commission or a discounted service rate. Referral partners have a solid understanding of VeriShip's capabilities and can make strong recommendations to their clients regarding VeriShip's ability to solve their shipping and fulfillment expense challenges.

Affiliate Partners: Affiliate Partners utilize their own influence and resources to promote VeriShip and earn a commission for sales generated as a result of that promotion.

Alliance Partners: Alliance Partners strategically work side-by-side with VeriShip to create unique go-to-market strategies in order to best serve each other's client base. Our Alliance partnerships focus on generating awareness and promoting each partner's products as complementary beneficial to their own.

Regardless of partnership type, it's important that our partners know they are supported and will have the backing of VeriShip as they move forward with their initiatives.

# How Does the Referral Partner Program Work?

## Overview

Make our Referral Partner program an important part of your business by extending your portfolio of products and services with our industry-leading Parcel and Amazon Audit platform, while enhancing the insights and value you bring to your loyal clients.

The VeriShip Referral Partner Program offers:

- Multi-tier structure (Approved Partner, Silver Partner, Gold Partner)
- Sales enablement
- Market development

Help your clients and share in their savings.

## Getting Started

We make it easy to provide additional value to your clients while also making your business more successful. Here's how it works:

### 1) Introductions

We'll engage your organization and provide you with training on who we are, our suite of products, and how our Partner Program works. We'll walk you through the commission structure, review contracts, and introduce you to your dedicated Success Manager. This person will be your contact throughout the duration of our partnership.

### 2) Ramping Up

Within a week, your Success Manager will set up a kick-off meeting in which you'll be onboarded to your Partner Portal account and provided with a resource package. This kit will be filled with general partnership FAQs, target profiles, product talking points and other helpful tools. Making introductions to clients is easy with our custom-built e-mail template and referral links.

### 3) Catch Up

You'll be contacted again by your dedicated Success Manager a week later to verify that your portal submissions are being submitted properly, and to answer any questions about the process.

### 4) Review

We'll set a regular meeting cadence starting at the end of your first 30 days with your team to review metrics, product updates, financials and communication plans.

### 5) Stay Connected

As our partnership matures, we'll reach out with news on industry trends and find out if you need help with any of your prospects. You'll also have quarterly and yearly business reviews to continue our conversations!

We are here for your organization and want to set our partnership up for success from the start. We are excited to have the opportunity to work together with your organization and look forward to seeing your clients save.

## Differentiation

The VeriShip Referral Partner program is carefully designed and allows our partners to determine how best to commit resources toward their tier. This tiered structure is designed to optimize VeriShip resources in support of our highest-performing partners. Tier advancement occurs with increased commitment to VeriShip, which in turn earns increased investment *from* VeriShip.

As Client Referral requirements are met, VeriShip delivers an increasingly robust set of sales, technical, and marketing benefits.

- Co-marketing opportunities
- Reciprocal sales efforts
- Conference invitations

## Program Requirements

Each tier of partnership offers a unique set of benefits to support the growth of your business. Many benefits are available to all partners, regardless of tier. Qualification for each tier is based on leads and clients referred in the trailing 12-month period (TTM).

Requirements*	Approved Partner	Silver Partner	Gold Partner
<b>TTM Leads Referred: Introductions Made**</b>	<b>5 - 25</b>	<b>26 - 50</b>	<b>&gt;50</b>
<b>TTM Clients Referred: Closed/Won Lead</b>	<b>0 - 25</b>	<b>26 - 50</b>	<b>&gt;50</b>
*Any clients referred above and beyond tier levels will count as “rollover” clients. For example, if a Gold Partner has referred 100 clients in a 12-month period, Gold Status will be maintained for two consecutive 12- month periods.			
**To remain an Approved Partner, a minimum of five leads must be referred in the TTM period.			

## Program Benefits

Benefit	Approved Partner	Silver Partner	Gold Partner
Welcome & Enrollment Process	X	X	X
Partner Success Manager	X	X	X
Partner Portal Access	X	X	X
Unique Referral Link	X	X	X
VeriShip Partner Resource Kit	X	X	X
Quarterly Business Reviews (QBR)	X	X	X
Use of VeriShip Partner Logo	X	X	X
Quarterly Newsletter	X	X	X
Award Recognition	X	X	X
Monthly Status Meetings (Optional)		X	X
Partner Spotlight		X	X
Partner Directory Listing		X	X
Co-Marketing & Promotions		X	X
Lead Referrals			X
Access to VeriShip Leadership			X
Access to Fulfilling Partnerships Slack Channel			X
Conference Invitations			X



## Benefit Descriptions

Benefit	Description
<b>Welcome &amp; Enrollment Process</b>	A programmatic plan to guide new partners through the VeriShip Partner Program. This will cover how to best work with VeriShip, resource coverage, and how to access these items.
<b>Partner Success Manager</b>	A resource to aid your organization through the duration of the partnership.
<b>Partner Portal Account</b>	Login access to register your leads and track key performance indicators and commissions.
<b>Unique Referral Link</b>	An easy to use vanity URL that takes your clients to your signup page.
<b>VeriShip Partner Resource Kit</b>	Sales collateral, promotional materials, and partner enablement items.
<b>Quarterly Business Reviews (QBR)</b>	Quarterly meetings with your Partner Success Manager used to discuss financials, goals, and provide assistance where needed.
<b>Use of VeriShip Partner Logo</b>	VeriShip Partner badge in various formats with brand usage and representation guidelines.
<b>Quarterly Newsletter</b>	Quarterly marketing newsletter providing news, resources, and research with content specific and applicable to our partners.
<b>Award Recognition</b>	Special honors for high-performing partners.
<b>Monthly Status Meetings</b>	Monthly meetings with your Partner Success Manager to assist your organization in staying on course to hit your goals.

## Benefit Descriptions (Continued)

Partner Directory Listing	
<b>Partner Spotlight</b>	Each partner has a unique story to tell. We'll detail challenges faced and results achieved since joining the VeriShip Partner Program in a case-study format.
<b>Co-Marketing &amp; Promotions</b>	VeriShip can help develop and/or support marketing campaigns and other new business promotions.
<b>Lead Referrals</b>	VeriShip will make introductions between our clients and your organization when you reach our Gold Partner tier.
<b>Access to VeriShip Leadership</b>	Have questions that you want to ask the CMO, CTO, or CFO? Let's get a call scheduled to get the answers.
<b>Access to Fulfilling Partnerships Slack Channel</b>	Get access to real-time communication with our Partnership Team and other partners.
<b>Conference Invitations</b>	Conference tickets and engagement support will be provided for conferences that would benefit the partnership.

## **Review Cycles**

VeriShip Partners will have two review cycles per year to determine your Partner Tier for that cycle. Your Partner Success Manager will reach out to schedule these in January and July of each year.

## **Commissions**

If applicable, partner commission will be paid on the 20<sup>th</sup> of each month for the prior month's earned commissions. If the 20<sup>th</sup> falls on a weekend, commissions will be paid the following Monday.

# How Does the Affiliate Partner Program Work?

## Overview

Now you can join our team, help spread the word about VeriShip, and get rewarded for your efforts. The VeriShip Affiliate Partner Program offers you an opportunity to generate revenue through the promotion of VeriShip's products and services. Many of our affiliate partners choose to start by becoming a VeriShip client themselves at our exclusive discounted affiliate rate.

Upon request, VeriShip will provide content such as demo videos, banners, and copy examples designed to reach your target audience.

You'll be able to track your Referred Clients and commissions from the VeriShip Partner Portal and if you still need assistance, a dedicated Partner Success Manager will be made available to fulfill your needs. Your dedicated Partner Success Manager will also offer quarterly business reviews for you to review the success of your promotional efforts.

## Getting Started

We've streamlined our affiliate process to ensure ease of use, all while providing visibility and transparency.

This is our process:

- Once you've been onboarded by your Partner Success Manager, you are free to promote VeriShip within your regularly scheduled content. You will direct your audience to your exclusive affiliate link, provided by VeriShip, where clients can sign up at your discounted rate.
- The link will take the user to a form where they can choose to sign up immediately or request more information from our sales team.
- If the lead converts to a client, you will be able to track the account activity in your Partner Portal.
- VeriShip is open to guest appearances on your regularly scheduled content. Reach out to your Partner Success Manager to discuss.

Your Partner Success Manager will reach out on a quarterly basis to review account activity and answer any questions you may have.

# How Does the Alliance Partner Program Work?

## Overview

At VeriShip, we are obsessed with providing value to our clients. In order to fulfill our goals, we welcome outside organizations to apply to our Alliance Partner Program. We will review each Alliance Partner application with an eye toward client, market, and business impact.

We understand that each potential Alliance partner is different and encourage you to reach out directly to the VeriShip Partnerships team to begin discussions on how we might benefit each other.

## Getting Started

If you believe your organization might be a great fit, please send a short proposal to [Partners@VeriShip.com](mailto:Partners@VeriShip.com).

Please include the following information:

- Your name, title and contact information
- Executive summary, including brief commentary on expected mutual benefits offered by an alliance with VeriShip
- URL to your organization's website
- Experience that you've had with VeriShip products and services (if applicable)
- 2-3 sentence narrative on market size and revenue potential for proposed partnership
- Any additional information that you find pertinent to partnering or questions that you have for the VeriShip Partner team

Our Partnerships team will review the proposal and reach out to your contact shortly after we receive it.

## Contact Us

Interested or have questions? We'd love to have a conversation with you and your organization.

**913-933-3529**

[Partners@VeriShip.com](mailto:Partners@VeriShip.com)

**[www.VeriShip.com/Partners](http://www.VeriShip.com/Partners)**