

# The easy way to create, extend, and track Private Offers

## WHY TACKLE

Tackle has helped hundreds of companies scale with Cloud Marketplaces and reduce their sales cycle time by up to 50%.

Private Offers allow Cloud Marketplace sellers to replicate the B2B direct sales approach, offering custom pricing and terms to their buyers while simplifying the procurement process. As Marketplace adoption continues to grow, sellers are looking for a simplified Private Offer workflow that supports digital selling at scale. They need end-to-end visibility into their buyer's Private Offer experience, while operations and finance teams are concerned with sales productivity and the ability to recognize Marketplace revenue as this channel becomes a vital part of their go-to-market strategy.

Sellers and their stakeholders stay informed of the deal status every step of the way while customers receive easy-to-follow buying instructions. In short, Tackle Offers speeds up and streamlines the seller's path to Marketplace closed-won. From quote to cash, Tackle helps ISVs adopt Marketplace, enabling them to close deals quickly, recognize revenue, and co-sell with Marketplace partners.

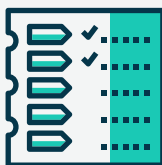
## With Tackle Offers, your sellers can:



**CREATE PRIVATE OFFERS** in a single interface.



**TRACK THE DEAL** from creation to closure.



**SEND PURCHASE INSTRUCTIONS** to the customer and know when they opened them.



**SEND AUTOMATED NOTIFICATIONS** to sales stakeholders and partners on deal updates.



**RECEIVE A PURCHASE ORDER** immediately upon offer acceptance.

## Simplified Seller Workflow

Multiple Marketplaces, different interfaces, and complex processes can slow a seller down when a deal is on the line.

- » Tackle makes it easy to extend the Private Offer along with a tailored email invitation and buying instructions to the buyer from the user-friendly Tackle application (fig. 1)
- » Standard connectors for Salesforce, Slack, and other applications are available to further automate this process for sellers

## Complete Deal Visibility

Tackle aggregates your Private Offers into a single source of truth across your business.

- » An intuitive dashboard empowers operations and finance teams to see the status of each deal, search based on metadata, or export to CSV (fig. 2)

## Stakeholder Alignment

Keeping stakeholders informed is important throughout every stage of the deal.

- » Sellers can keep both internal and partner stakeholders informed with automated email notifications (fig. 3)
- » Custom purchase orders help your team associate offers to opportunities
- » Buyers will appreciate the custom offer invitation, including buyer instructions that walk them through each and every step

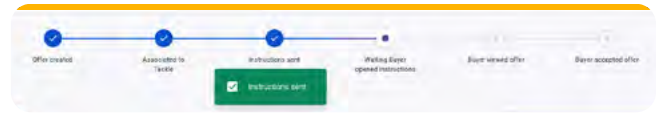


FIG. 1

FIG. 2

FIG. 3

“Sales is very enthusiastic about what they have seen since our listing was completed. They realize they can accelerate deals and find incremental budgets by leveraging Marketplace.”

George Chintala, VP, Partner Strategy, Programs, & Ops @ New Relic