



# Accelerate time-to-value with a dedicated partner in Cloud GTM success

Tackle's Cloud GTM Coaches work alongside you throughout your Cloud GTM journey and help you to advocate the value of Cloud GTM to key stakeholders in your organization. Throughout the program, we develop goals that align to your business—helping those who are just getting started launch on the right foot or those that need more advanced strategies to improve their current results.



## ONGOING GUIDANCE AND STRATEGY FROM CLOUD GTM EXPERTS

Coaches advise on a variety of topics from leveraging Cloud Partner programs to seller-to-seller co-selling to Marketplace best practices. With a Coach by your side, you'll be set up for success every step of the way.



### CLOUD GTM STRATEGY

Set KPIs, benchmarks, and processes collaboratively to kickstart or streamline your Cloud GTM motion.



### BUYER DATA

Utilize actionable buyer intent insights to identify the best-fit deals to co-sell with the clouds and drive through Marketplace.



### CLOUD MARKETPLACES

Learn how to leverage Marketplace partner portals and access tools to meet your cloud buyers how and where they want to buy.



### SELLER ENABLEMENT

Arm your inside sales and field sales team with knowledge around the benefits and best practices of selling and co-selling through the Marketplaces.



### TACKLE CO-SELL

Get guidance on co-sell strategies for each cloud and learn how to build stronger cloud partnerships and alignment to help you scale your sales.



### PRODUCT EXPERTISE

Maximize your use of Tackle through onboarding and new feature enablement all while keeping up-to-date on the latest Marketplace and co-sell happenings across the clouds.

## Coaching solutions that grow with you

Annual Coaching Packages are available with varying levels of effort depending on your needs. Within those packages, you can expect to see:

- ✔ **SHARED SUCCESS PLAN:** A strategic communication vehicle to document and summarize the desired outcomes, objectives, and key results we share over the course of your partnership with Tackle.
- ✔ **CADENCE CALLS:** Regular weekly, bi-weekly, or monthly cadence calls with key stakeholders to discuss Cloud GTM projects, progress, and more.
- ✔ **SELLER ENABLEMENT:** Tailored enablement sessions for your field sellers on how to best leverage Cloud GTM as a channel and customized training for other roles in your organization including revops, deal desk, alliances, sales, and more.
- ✔ **DATA-DRIVEN PROSPECTING:** Tackle Prospect scores your current pipeline based on your buyers' likelihood to purchase through the Cloud Marketplaces, including which hyperscaler they prefer. Your Cloud GTM Coach will enable your team with best practices on how to use this data to the advantage of your sellers and Cloud Partners.
- ✔ **PARTNER PROGRAM OVERVIEWS:** Cloud GTM Coaches will keep you up to speed on the latest and greatest when it comes to current and upcoming partner programs, including how to become eligible to receive program benefits.
- ✔ **MONTHLY PROGRESS REPORT:** Consolidated report aligned to your business goals that highlights successes with private offer creation, closed won co-sell opportunities, and more.
- ✔ **BUSINESS REVIEWS:** Quarterly business reviews (QBRs) to track progress towards the goals around internal buy-in and adoption, the processes being implemented to operationalize Cloud GTM, and Tackle Platform success in supporting these efforts.
- ✔ **VOCALIZING WINS\*:** A working session to build a story for promoting co-sell success internally and with the Cloud Providers with the goal of encouraging both sales organizations to engage more through the co-sell program.
- ✔ **ADVISORY WORKSHOPS\*:** Guided sessions that bring together key stakeholders around an important Cloud GTM topic and provide valuable content and facilitation to understand, plan, and begin to build proven best practices for success.



*\*Included in select packages*