

SALES IMPACT ACADEMY PARTNERSHIP PROGRAMS



ABOUT SALES IMPACT ACADEMY

[Sales Impact Academy](#) is the world's leading go-to-market learning platform providing a complete live curriculum for B2B go-to-market teams, on a monthly subscription.

The traditional higher education system has let the world of B2B down, leading to a complete lack of formal, structured education. This has led to totally inconsistent core technical skills across every role in a Go-To-Market team, from SDRs, to AEs, CSMs, Revenue Operations, and Leadership positions across the board.

It's causing chaos and devastation in the sector with 70-90% failure rates for startups and scaleups. It also creates an impossible educational burden on enterprise companies.

SIA is working to bridge the education gap and solve this major problem by bringing together the world's best talent to teach structured, live online courses with high learning design principles and upskill 100s of millions of Go-To-Market professionals across the globe.

The teaching roster already features 40+ global experts including Mark Roberge, Sarah Brazier of Gong, top LinkedIn sales voice Kevin Dorsey, former CMO of Tableau Elissa Fink, Sam Nelson head of SDRs at Outreach, Greg Holmes former CRO of Zoom, Marylou Tyler author of Predictable Revenue and Dan Steinman, Chief Evangelist at Gainsight and author of 'Customer Success'.

FRIENDS OF SIA

REFERRAL

Partner and SIA agree to support one another through warm introductions to businesses who would be an ICP fit.

When referrals are made, if they are qualified and proceed through the sales cycle towards deal-closed, 15% of that 1st year revenue is compensated to the partner. Average deal size is \$15,000 - \$20,000

This program works best when the referral program works both ways, to ensure both



partners find value in the relationship. *Help us, help you - We can all win!*

Benefit for the partner: The ideal partner receives the commission for leads sourced.

LIMITLESS LEARNING

FREE TRIAL

SIA will work with their partner to provide an offer that they can extend their own client base. This is not something gated to specific types of client that the partner has, making it a great member benefit for you to share.

The offer is: 30 days, for 15 seats = full access to *The Academy!*

This offer would be set up to be redeemable by a bespoke (hidden) landing page, ready for the partner to share.

Benefits for the partner: The partner who acknowledged go-to-market excellence at the forefront of their mission and therefore encourages the sticky use of their product.

GIFT OF LEARNING

FREE COURSE

SIA is a content business, so we love sharing it!

In this program we work with our Partner to select a proportion of their database that aligns with the ILP and ICP for SIA. This group is then offered complete access to one of the courses provided by SIA.

This course will take place within the usual cohort, so Partner learners will join the live and interactive classes, giving them the full *Academy* experience. With a bespoke landing page for registrations, the Partner is responsible for sharing the link within this group via gated email.

Benefits for the Partner: The partner acknowledges go-to-market excellence at the forefront of their mission and therefore encourages the sticky use of their product.

SHARED INCENTIVES

DISCOUNTED ACCESS

As a business we understand the value of incentive when bringing in new customers. So within our Shared Incentives program we work with our Partner to offer a discount off of SIA.

Our Partner is able to offer their clients an exclusive discount off of their first year of SIA, up to the value of 15% as a member benefit. It's great for Customer Marketing and member benefits...



With the average deal size of \$15,000 - \$20,000, that's a saving of upto \$4,000!

Benefits for the Partner: The partner who values go-to-market excellence and acknowledges the power of it at the forefront of their mission and therefore encourages the sticky use of their product.

CAREER DEVELOPMENT

RECRUITMENT

This program is designed specifically for recruitment partners who are looking to upskill their candidates with the right education, to kick-start their new role!

In this instance, our Partner is able to offer one of our courses to their placed candidates at the choice of their new employer - The new employer chooses the course.

The full course catalog is available at this stage and in return SIA asks for a warm introduction to the stakeholder/s of the company where the candidate had been placed. If this introduction turns into a closed-won deal, the Partner will receive 15% off of their 1st year revenue - similar to our Friends of SIA program.

Benefits for the partner: Product differentiator opportunity when placing candidates. Vastly lowers risk of candidates failing in their new role. The ideal partner receives the commission for leads sourced.