



SUNDOG®

partnerDRIVEN  
+ + + + MANUFACTURING SOLUTION



Engage your customers at every step. Create a unified brand experience from end to end. And increase your partner engagement and sales.

partnerDRIVEN, developed specifically for the manufacturing industry, makes it easy to see direct results through indirect sales channels – leveraging real-time insights to deepen relationships and drive revenue.

## How It Works: 5 Elements for Success



### Program Management

Cultivate ownership and responsibility with your channel partners.

- + Efficient onboarding, management and support for partners
- + Accurate forecasting with partner commitments
- + Market share visibility across partner networks
- + Access to product and sales information
- + Training, help desk support and knowledge sharing



### Partner Scorecard

Get a single, simple dashboard for every partner, so you can see all the information you need at a glance. Not to mention, manage it from anywhere.

- + Partner status and tiers
- + Partner commitments and contracts
- + Market development funds
- + Corporate-driven partner marketing
- + Predictable partner revenue
- + Reliable product forecasting



### Partner Marketing

Give your partners streamlined, personalized marketing campaigns – all through a corporate program to ensure consistency with your brand, messaging and offers.

- + Digital asset management
- + Budget-approved and brand-compliant materials
- + Customized for product campaigns and customer journeys
- + Seamlessly integrates mass media, digital and social campaigns



### Market Development Funds

Create mutual growth for your organization and your partners.

- + Complete visibility into customer engagement across both corporate and partner campaigns
- + Optimized total marketing spend – using your corporate marketing to fuel brand and product awareness and partner marketing to promote service, support and special offers
- + Closed loop campaign and media mROI



### Partner Lead Management

Directly link your marketing activities to bottom-line revenue and results with:

- + Campaign hierarchy
- + Demand generation game plans
- + Attribute and interaction lead scoring model
- + Lead nurture pathways
- + Territory lead routing
- + mROI reports and dashboards

## About Salesforce

Salesforce, the Customer Success Platform and world's #1 CRM, empowers companies to connect with their customers in a whole new way. To learn more, visit [salesforce.com](http://salesforce.com).

## About Sundog

With a long history of expertise with indirect sales channels, Sundog has been a Salesforce partner since 2008.

- + 100 experts
- + 20 years as leaders in marketing, technology, and integration for industries including manufacturing, food service, wholesale trade and agriculture
- + Specializing in customer journey mapping and segmentation, demand generation, lead management, mobile and web development, insights and analytics, and back office integrations
- + Over 50 Salesforce certifications and growing
- + Proven success with clients like:  
 Bobcat Company  
 The Schwan Food Company  
 Tige Boats  
 Titan International

In other words? We have a lot of expertise up our sleeves. But more importantly, we believe in rolling them up.

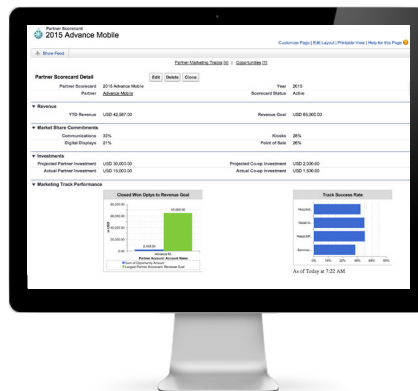
## Keep Pace with Today's Connected Customers & Solve Your Toughest Challenges

- + **Partner Collaboration:** Create real-time collaboration between partners and your company.
- + **Accessibility:** Get responsive, mobile-first design for all of your tools and dashboards with easy access on the go.
- + **Experience:** Deliver the best user experience and capabilities for your partners.
- + **Partner Loyalty:** Make it easy to do business – the number 1 driver of partner loyalty.

Plus, increase productivity with an integrated PRM and CRM solution. Improve revenue savings and production by identifying any issues early. Not to mention, streamline everything from partner onboarding to lead routing.

"Channel partner engagement directly correlates to partner loyalty and productivity."

- Forrester



## Contact Us

Want to learn more or request a demo? Bring us your toughest questions and challenges. We'd love to help.



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