



PRODUCT STRATEGY

# Salesforce Partner Relationship Management Jumpstart



## Empower Manufacturing Partners With Real-Time Insights

Enhance collaboration and streamline operations with the Partner Relationship Management Jumpstart, powered by Salesforce Sales Cloud, Service Cloud, Experience Cloud, and Marketing Cloud.

This solution boosts partner engagement, improves forecasting, and strengthens mobile tools, providing real-time information to your manufacturing partners anytime, anywhere.

## How It Works: Five Elements for Success

### Program Management:

Simplify experiences for your manufacturing partners and give them the tools to succeed.

- Easy and efficient onboarding
- Accurate forecasting
- Market share visibility across partner networks
- Access to product and sales information
- Training, support, and knowledge sharing

### Partner Scorecard:

Get a single dashboard for every manufacturing partner, so you can see everything quickly.

- Partner status and tiers
- Commitments and contracts
- Predictable partner revenue
- Reliable forecasting

### Partner Marketing:

Put personalized campaigns at your manufacturing partners' fingertips.

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

### Market Development Funds:

Fuel growth for your manufacturing partners and your organization.

- Complete visibility into customer engagement across corporate and partner campaigns
- Optimize total marketing spend using 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
- Attribution and interaction lead scoring model
- Lead nurture pathways
- Territory lead routing
- mROI reports and dashboards

## Why Perficient

We're an Enterprise Salesforce Partner excelling in CRM, data, AI, and personalization. For over 15 years, we have supported Fortune 1000 companies in developing industry-specific solutions, enabling data-driven decisions and scalable personalization.

- Expert Navigator Distinctions: Sales Cloud, Service Cloud, Experience Cloud, Marketing Cloud
- 1400+ certifications
- 580+ projects
- 4.8/5.0 CSAT score



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