

**Martus Partner
Certification and Enablement:
What's Required?**



Partner Employee Certification



Attend Marketing Enablement

Develop and Execute Your Marketing Campaign

Track Results and Prepare a Presentation on Your Strategy, Execution and Impact

Present Your Campaign



Attend Sales Enablement

Pass Sales Enablement Quiz (100%)

Complete a Discovery Document for a new deal or deal in progress



Attend 5 Day Product Bootcamp

Pass 5 Quizzes (100% Pass Rate)

Pass Certification Exam (90% Pass Rate)



Attend Sales Enablement

Pass Sales Enablement Quiz (100%)

Complete a 1:1 Demo of Martus for Martus CE and Partner Enablement



Partner Designation Requirements



Signed VAR Agreement

- Kick-Off to Align on Goals (Onboarding consists of 3 sessions)
- RACI for Martus Practice
 - Sales resource / Implementation and support resource
 - Marketing / Business Development Resource

- Complete the Martus Foundations Course

- Martus GTM / Business strategy Agreed upon Plan (MAP)

- Enablement timeline confirmed

Authorized +

- Complete boot camps
 - Sales Enablement
 - Product Training (5 classes)
 - Customer Success Training
- 2 + Certified Employees for Product
- 1 + Certified Employee for Sales and/or Demo Champion

- Partner has shadowed, been shadowed or Delivered 3+ implementations *(or in progress)

- To maintain certification: 2 new deals per quarter - Post Certification

- 1 or more customer references

Certified +

- 3 + Individual Partner Employees Product Certified
- 2 + Individual Partner Employees Sales Certified

- 10 + successful sales and implementations
- Minimum of 15 deals per year

- Maintains a 30+ NPS

- Churn rate of <6%



Certification Boot Camps

Quarterly

This immersive program is designed to certify and empower you with the skills and knowledge to maximize your success with Martus. The week-long training will feature tailored sessions across key focus areas.

Sales Certification

- 60 minutes, followed by a 1:1 session, scheduled by you, to demonstrate what you learned

Product Certification

- Monday - Friday
- 90 minutes each day

Customer Success

- 60 minutes, best practices for supporting your clients

[Partner Enablement Web Page](#)



Partner Enablement

Continued

Martus Foundations

- Duration: 90 minutes
- Schedule: Monthly, typically Thursday prior to the boot camp
- Certification: Not required but highly recommended for beginners

Martus Marketing Enablement

- Duration: 60 minutes
- Certification: Required for Marketing Certification
 - All participants that complete the 4 certification steps will receive the Martus Certified Marketer badge, Martus swag, and a feature on our official channels!

