



## **Partner - Sales Enablement Overview**

### **Contents:**

[On-demand Resources](#)

[Live Presentations & Other Enablement](#)

[Networking & Events](#)

### **On-demand Resources**

*Available To All Marketplace Partners*

We want to make sure our teams have the information and resources they need to identify partner opportunities and discuss the value of your solution with customers as-needed.

**At onboarding, all partners should share the following:**

- Customer-facing overview(s) (PDF preferred) of partner solution and integration, including key value propositions and high-level pricing
- Customer Success- and Sales-facing slides in [this template](#)
- 2-5 minute video overview of the integrated solution
- Joint-customer case study or customer story
- Point of contact for additional information or referrals

Please review the [value propositions of the Bullhorn Marketplace](#) prior to creating your respective on-demand resources.

### **Live Presentations & Other Enablement**

*Available to all Committed Marketplace Partners and/or partners with 40+ integrated customers*

Assuming you've already provided Bullhorn with the resources above, there are some additional opportunities for you to connect with our sales teams live, and for the Alliances team to promote your solution on your behalf. All of the following are contingent on availability and should be scheduled through your Partner Manager.

#### **New Partner Open House**

Partners are eligible for this open house within their first 6 months. This session is managed by the partner and offers a great opportunity for our reps to "drop in" to a virtual room to ask questions and get to know your solution.

Structure:

1. Brief overview and background on your solution
2. 2-3 use cases
3. Example customers
4. Brief demo



5. Pricing
6. Q&A

### [Marketplace Showcase](#)

Bullhorn Partner Managers work with our sales teams to drive and inform Marketplace Showcase content. Managed and moderated by Partner Managers, the showcase is a casual, open conversation with partners, and sometimes customers, with very brief demos mixed in.

### [Partner of the Week](#)

On a weekly basis, the Partner Managers highlight an existing Marketplace Partner via the Bullhorn *#partners* Slack channel. This highlight will include your 2-minute video overview, key value propositions, a customer story, and your primary partner points of contact.

### [Monthly Marketplace Newsletter \(Internal\)](#)

In the first week of every month, the Alliances team sends a sales-facing newsletter which includes general partner updates, deal highlights, and content from the month prior. Please let your Partner Manager know if you have content you'd like us to include in this.

### [Networking & Events](#)

*Available Ad Hoc*

Building strong relationships is an important component of your success as a Marketplace partner, and we want to help you deepen your relationships with our business to help accelerate that success. There are a number of organized events that allow you to interact with and share a beer with our team.

### [Engage Sponsorship](#)

*Please see the Marketplace Program Guide for sponsorship requirements*

Our global staffing & recruitment conference series. Not only is this conference a great lead generation opportunity, it is also the best opportunity for you to connect with Bullhorn employees.

### [Sales Kick Off Sponsorship](#)

*Available to Tier 1 Partners only*

By sponsoring Bullhorn's annual Sales Kick-Off (SKO), you're given the opportunity to engage Bullhorn's sales teams as they prepare for success in the coming year.

### [Other Opportunities](#)

Throughout the year, the Bullhorn Alliances team and customer-facing teams may also invite you to the events and engagements that organically arise during their engagements with customers and prospects. Examples, while not exhaustive, include networking drinks, mini-events, and attendance at partner-hosted events.