

1. Why Partner with Changefirst?

Changefirst is a Change Management company with a difference - leveraging research-based, proven methodologies to reimagine Change Management using digital technology. Enabling clients to become more efficient, agile and competitive at translating strategy to results in their industries. We help our **partners and their clients** with access to Best-of-Breed IP, flexible training solutions and innovative technology, that deliver results and provide mutual business benefit by:

- Ensuring no time is lost “re-inventing the wheel”
- Quickly enhancing and expanding your solution portfolio
- Reducing time-to-value with your clients

We do this by providing access to:

Our PCI® - People Centred Implementation methodology with its 6 Critical Success Factors structure and easy alignment with Agile, Waterfall and other delivery processes



Roadmap Pro® - Change Management SaaS based platform powered by PCI® with all the Change Management tools, planning and learning on-the-go, safely, 24/7.



Which is:

- A - easy to **learn and apply**
- B - **robust enough** to stand alone
- C – easy to **configure and integrate**

2. What new sources of revenue are available to Partners?

Changefirst Partners can create new short term revenue streams and predictable future revenue by adding Changefirst flexible training solutions, Change Management SaaS platform and adoption support to their portfolio, and:

- **Differentiate and extend** existing offerings
- Create **‘stickier’ client relationships**
- Access our API to integrate Cloud applications without custom coding (where required)

3. How we help Partners be successful quickly?

As a key member of the extended Changefirst team you will become confident and fluent in the methodology and SaaS application and benefit from:

- Certifications, Role-relevant Training and Awareness for Sales, Marketing, Customer Success and Delivery teams
- Changefirst resources for joint marketing events, sales calls, prospect meetings and demos
- Alignment and go-to-market planning
- Hands-on implementation support for key – early - assignments

4. What types of Partner relationships are available?

Changefirst offer 3 types of Partner relationships that can grow as you grow:

- A. **Referral Partner** – an easy way to get started with a new revenue stream with no overhead. And, an easy way to determine if Changefirst is a good fit for your business.

Armed with Changefirst information, demo pack and sample materials, simply refer opportunities to Changefirst and we will drive the sale and manage the customer relationship.

Receive a percentage of the initial contract value.

B. Consulting Partner – capitalise on accelerated market demand with “ready-out-the-box” materials you brand and integrate under your own label.

Fully manage and support your customer relationships

Armed with Changefirst information, demo pack and sample materials

Changefirst Partnership to be referenced on both websites

+ **Minimum licence** to Changefirst software applies

+ **Add client users to your platform instance** and/or purchasing dedicated client platform instances

+ **Foundation training** for Sales teams

+ **Practitioner training and certification** for delivery teams

+ **IP licence to use methodology flexibly** as part of own offering

Logo changes gratis, other customisation fees apply and can be passed on to the client

Gain a new revenue stream which you own and manage.

C. Reseller Partner – Sell Changefirst-branded solutions – SaaS licencing, training & certification, consulting support – directly to your client base.

Drive the sales process with dedicated support from Changefirst team and resources, with 3- to 5-year term agreements

Fully manage and support your customer relationships

+ **Foundation training for Sales team**

+ **Practitioner training and certification** for delivery teams

+ **Master trainer certification** for Partner trainers

+ **Minimum Licence** to Changefirst software applies

+ **Quarterly Reseller targets** apply

+ **Generous percentage of IP training** and SaaS platform sales retained

Adding client users to your platform instance and/or purchasing dedicated client platform instances

Logo changes gratis, other customisation fees apply and can be passed on to the client

Gain a new revenue stream which you own and manage, gain quick credibility from Best of Breed solutions.

Other FAQs

5. Is there a fee for becoming a Changefirst Partner?

There is no fee to become a Changefirst Partner.

6. How is Changefirst’s SaaS maintenance charged?

Changefirst SaaS platform is offered in a Cloud environment so we do not charge for maintenance or upgrades. The same applies to the Proprietary methodologies that power our SaaS, with clients onboarded to research-based upgrades at no extra charge.

7. Do Changefirst partners provide Level 1 customer support?

Changefirst’s SaaS platform – whether provided via Partners or directly from Changefirst includes user support from support@changefirst.com.

8. Does Changefirst focus on a particular industry of market?

Changefirst solutions have proved to be value-adding to organisations, teams and individuals across industries.

9. Are Changefirst Partners limited geographically?

Changefirst make every effort not to overlap Partners in any given area. Geographical exclusivity is afforded on a performance basis to Partners who are able to deliver against set targets.

10. How do I get started as a Changefirst Partner?

It’s easy to get started as a Changefirst Partner. Simply [contact us](#) for a no-obligation discussion.