






MARTUS




2025 Partner Program

Partner Enablement

Partner Employee Certification

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|---|--|---|
| Attend Sales Enablement | Attend 5 Day Product Bootcamp | Certified + |
| Pass Sales Enablement Quiz (100%) | Pass 5 Quizzes 100% Pass Rate | Active participant in beta programs |
| Conduct 1:1 Martus demo for Enablement and CE | Pass certification exam 90% Pass rate | 6+ successful implementations |
| Submit a new deal | Submit a customer reference | Demonstrates superior Martus product knowledge |
| Submit a customer reference | | Vocal champion of Martus |

Partner Designation

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|--|--|--|
|  |  |  |
| Signed VAR Agreement | Authorized + | Certified + |
| <ul style="list-style-type: none"> • Kick-Off to align on goals • RACI for Martus practice <ul style="list-style-type: none"> ◦ Sales Resource ◦ Implementation and Support Resource ◦ Marketing / Business Development Resource | <p>Complete Bootcamps</p> <p>1 - Sales Enablement</p> <p>2 - Product Training</p> <p>3 - Customer Success Training</p> <p>2 + Certified employees for product</p> <p>1 + Certified employee for sales</p> | <p>3 + individual partner employees Product Certified</p> <p>2+ individual partner employees Sales Certified</p> |
| Complete the Martus Foundations Course | Partner has shadowed or been shadowed in 3 implementations | 10 + successful sales and implementations |
| Martus GTM / Business Strategy Agreed Upon Plan (MAP) | Maintains 2 new deals per quarter - post certification | Maintains a 30+ NPS |
| Enablement timeline confirmed | 1 or more customer references | Churn Rate of <10% |



Get Martus Certified and become an MVP! Complete activities to earn clues and rewards. Solve the case for a chance to win dinner on Martus!

| ACTIVITY | REWARD |
|--|---------------------|
| 1. Register to Play | 1 Clue |
| 2. Attend a Martus Foundations Session | 1 Clue |
| 3. Attend a Sales Enablement Training and pass the quiz. Take Quiz. | 1 Clue |
| 4. Conduct a 1 on 1 Demo with Martus | 1 Clue |
| 5. Register an Opportunity | 1 Clue + Martus Mug |
| 6. Attend a Reports and Setup Training and pass the quiz. Take Quiz. | 1 Clue |
| 7. Attend a Budgeting Training and pass the quiz. Take Quiz. | 1 Clue |



Welcome to Whodunnit. Right now, you have no new clues to discover. [Complete an activity](#) to earn more.



Play

Activities

Leaderboard