Google Cloud

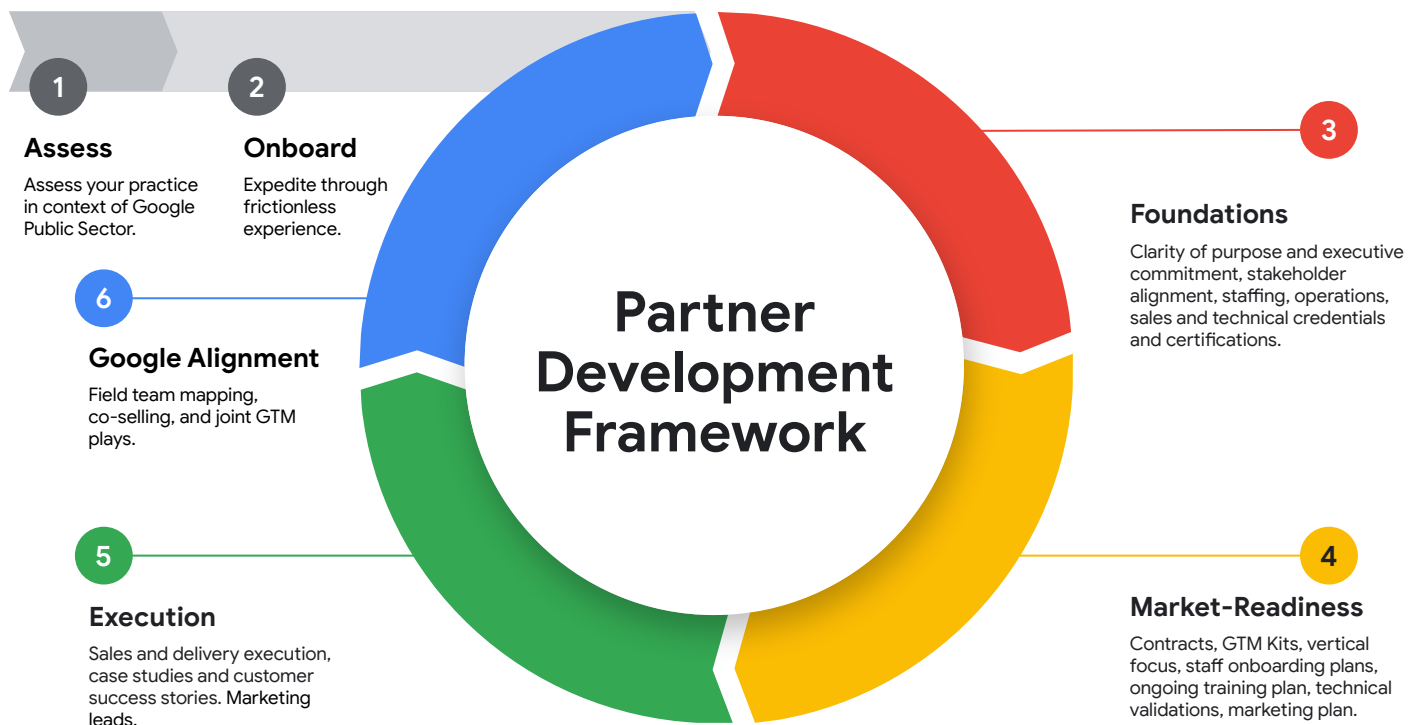# Partner Development Framework

carahsoft.

Accelerate your partnership with Google Public Sector

The Google Cloud Partner Development Framework (PDF) is a comprehensive program co-developed with Carahsoft, designed to help you achieve your goals. Carahsoft will work closely with your practice to deliver the Google Cloud Partner Development Framework, providing the tools, resources, and support you need at every stage of your journey, from onboarding to execution.

1

Assess

Assess your practice in context of Google Public Sector.

2

Onboard

Expedite through frictionless experience.

6

Google Alignment

Field team mapping, co-selling, and joint GTM plays.

5

Execution

Sales and delivery execution, case studies and customer success stories. Marketing leads.

Partner Development Framework

3

Foundations

Clarity of purpose and executive commitment, stakeholder alignment, staffing, operations, sales and technical credentials and certifications.

4

Market-Readiness

Contracts, GTM Kits, vertical focus, staff onboarding plans, ongoing training plan, technical validations, marketing plan.

Benefits

1. **Tailored Support:** The PDF is co-developed with Carahsoft to provide proactive development support specifically for Google Public Sector Sell Partners.
2. **Personalized Development:** Your development journey will be customized to your practice maturity and needs within marketing, sales, and technical functions.
3. **Comprehensive Resources:** Access a one-stop-shop for all the great content across marketing, sales, and technical functions.
4. **Strong Partnership:** Your Distributor Partner Account Team will support you throughout the Partner Development Framework.
5. **Faster Time to Market:** Get up and running quickly with Google Public Sector through streamlined onboarding and access to essential resources.

6. **Enhanced Expertise:** Equip your team with the knowledge and skills necessary to sell Google solutions effectively.
7. **Increased Pipeline Generation:** Leverage our expertise and resources to identify and cultivate high-potential leads.
8. **Accelerated Growth:** Benefit from co-selling opportunities and Google alignment programs to achieve significant business expansion.

Ready to Get Started?

Discuss your Google Public Sector goals and explore the Partner Development Framework with your Carahsoft PDR today or email **GOOGLEPARTNERTEAM@CARAHSOFT.COM**

Here's how the PDF can accelerate your Google Cloud practice with Google Public Sector:

Phase 1: Assess and Activate

1. **Refer to the PDF:** Explore the detailed stages and resources outlined in the PDF to understand how they align with your specific goals and needs.

2. **Determine Your Fit:** Assess the relevance of your practice, experience, and objectives to the Google Public Sector market. This will help you identify the most suitable path within the PDF.

3. **For New Partners, Streamlined Onboarding:** Our team guides you through the onboarding process efficiently, ensuring a smooth transition into the Google Public Sector partner ecosystem.

Phase 2: Accelerate and Scale

4. **Self-Sustaining Partner Practice:** We empower you to build a robust Google practice with a strong foundation in certifications and credentials. Our team will help you identify the right resources and training programs to equip your sales and technical staff with the necessary expertise.

5. **Market-Readiness:** We guide you through Google's tools, content and training for your sales, marketing and technical teams, each tailored to your solution focus areas. We ensure your team can effectively sell Google in the Public Sector.

6. **Strategic Planning:** We collaborate with you to develop a joint business plan, outlining strategies for pipeline generation, marketing efforts, and potential joint investments.

7. **Build trust with your customers:** Leverage the resources and training provided by the PDF to enhance your team's skills and knowledge. Build trust with your customers by demonstrating expertise and delivering exceptional value.

Phase 3: Align and Co-Sell

8. **Self-Sufficiency or Growth Acceleration:** Whether you aim to maintain a steady workflow or significantly expand your Google business, we provide ongoing support.

9. **Specialty Partner Support:** For partners specializing in specific solutions or territories, we ensure you receive the necessary resources and participate in relevant top partner programs.

10. **Development Sprints:** If you're ready to invest and accelerate your Google practice, we can connect you with Google Partner Development Managers (PDMs) to explore development sprints, providing intensive support for pipeline generation and deal execution.

11. **Collaborate with Google Public Sector thru Account Alignment:** For partners with established proficiency and strong value propositions, we facilitate co-selling opportunities with Google Field Sales Representatives (FSRs) to target specific sales plays and accounts.

About Carahsoft

Carahsoft Technology Corp. is Google Cloud's trusted Public Sector Distributor, supporting organizations across Federal, State and Local Government and Education.

As the Master Government Aggregator, Carahsoft helps deliver solutions for Cloud, Collaboration, Artificial Intelligence, Customer Experience and Engagement, DevSecOps and more.

Working with reseller, delivery and ISV partners, Carahsoft provides public sector organizations industry leading products, services and training through hundreds of contract vehicles.