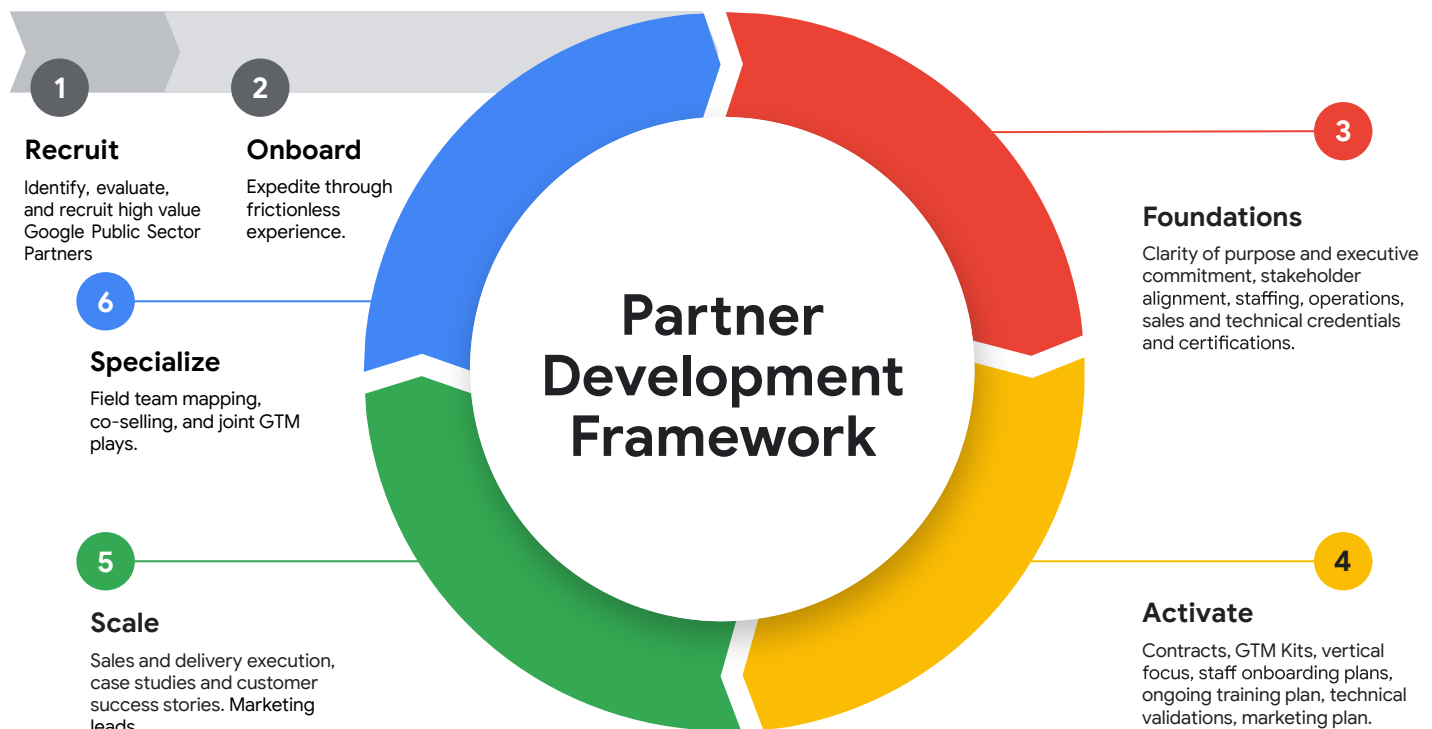


Partner Development Framework

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.



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

1 Stage 1: Recruit

This initial stage identifies and evaluates potential partners who have strong contracts, existing relationships, and proven sales experience within the public sector.

Partner Profile

High value partners with existing public sector contracts, relationships (customer and Google), and relevant sales experience.

Partner Support

Lead: Carahsoft PDRs

Involved as needed: PDMs/Partner Advisors and GPS Onboarding Team for priority partners; other Googlers may route partners to the onboarding form at their discretion.

2 Stage 2: Onboard

This stage focuses on the onboarding process to get you acquainted with the Google partner ecosystem, systems, and procedures.

Partner Profile

Onboarded as an official Google partner within the Partner Advantage program, gaining access to Google's partner resources and benefits.

Partner Support

Lead: Carahsoft PDRs

Involved as needed: PDMs/Partner Advisors and GPS Onboarding Team for priority partners. Partner Support Desk, as needed.

3 Stage 3: Foundations

This critical stage is about building a strong foundation of Google knowledge within sales and technical teams through certifications and credentials. This is a requirement for participating in the Google Partner Advantage Program.

Partner Profile

Actively participate in planning conversations and committed to certification & credential resources within a specific timeframe.

Partner Support

Lead: Carahsoft PDRs

Involved as needed: PDMs/Partner Advisors and GPS Onboarding Team for priority partners. Partner Support Desk, as needed.

4 Stage 4: Activate

The Activate stage focuses on equipping the partner's sales & technical team with the tools and training needed to actively sell Google solutions and generate pipeline.

Partner Profile

Equipping the partner and team with the sales tools, training, and resources needed to generate pipeline.

Partner Support

Lead: Carahsoft PDRs

Involved as needed: rPDMs, PDMs/Partner Advisors and GPS Onboarding Team for priority partners. Partner Support Desk, as needed. PEs for partner development sprints.

5 Stage 5: Scale

In the Scale stage, the partner has proven the ability to execute at scale, shows interest in specializing on a Google solution or territory(SLED/FED) and is looking develop and grow their Google practice.

Partner Profile

Focused on generating deal-registered pipeline plus committed to invest and accelerate their Google practice.

Partner Support

Lead: rPDMs, Carahsoft PDRs

Involved as needed: PDMs/Partner Advisors and GPS Onboarding Team for priority partners. Partner Support Desk, as needed.

6 Stage 6: Specialize

This is the final phase in a partner's journey where they have demonstrated competence in one or more Google solutions, built a functional and productive GTM motion, and have been recognized as a Badged or Strategic partner with GPS.

Partner Profile

Demonstrates the ability to create pipeline, relationships in target accounts, pre-built solution involving Google relevant to the play, and established a unique GTM angle.

Partner Support

Lead: Named or Badge PDMs

Involved as needed: Assigned Partner Engineer. rPDM & PDR's for deal specific support