

Training

The Edge You Need

Build Your Professional Skill Set and More Profitable Channel Programs

Overview

Driving measurable channel success requires more than even the very best technology. Zift provides expert training to give you, your partners, and third-party marketing agencies an edge at building and growing more profitable channel programs using Zift Channel as a Service (CHaaS).

Zift Training has three core components, designed to meet specific needs:

- **Best Practice Workshops:** Explore and apply proven best practices to enhance your program's overall success and profitability
- **Certification Training:** Learn how to design, deploy and run the key elements of your partner program while enhancing your own professional skill set.
- **Competency Modules:** Strengthen confidence and efficacy using Zift Channel as a Service self-teach modules.



Structured Online & Open-Lab Environments

Zift delivers training online as well as on-site in our U.S. and European open-lab environments. During all Zift training sessions, Zift experts lead attendees through engaging content and real-world scenarios to hone critical skills aligned with your KPIs. Group workshops and individualized sessions allow attendees to ask specialized questions and apply best practices using the Zift platform.



Who Should Attend

Anyone using the Zift platform will benefit from Zift Training, including:

- Channel Leaders
- Channel Marketing Teams
- Channel Sales Teams
- Channel Operations Professionals
- Marketing & Third-Party Agencies
- Zift CHaaS Users
- Zift PRM Users
- Zift CMM Users
- Zift Marcom Users
- Channel Partners Using Zift123



Focused Training For Better Results

Zift offers an array of training courses designed to ensure competency and excellence across the entire Zift Platform. Our advanced training sessions are designed as a series of self-contained, optional modules. Zift training classes can also be customized to meet specific needs unique to your organization.

Zift Training Courses include but are not limited to:

Best Practice Workshops

Effective Partner Recruitment & Onboarding
High Performance Channel Marketing
Optimizing Your CHaaS Platform for Marketing

Partner Relationship Management: PRM TRAINING

LEVEL 1: PRM Partner Cloud Focus

Intro to Zift PRM
Partner Account Management
Portal, CMS & Media Library
Dashboard & Report Designer
Activity Scoring

LEVEL 2: PRM Partner Pack Focus

Advanced Partner Account Management
Advanced Translation Tools
Co-Branded Literature
Training Manager/Learning Management
Event Manager

Certifications & Badges

Certifications and digital badges are awarded to those who complete a Zift training course (or series of courses) and successfully pass a certification exam. All Zift certifications are transferable and digital badges can be shared on social networks or added to email signatures to demonstrate professional development and Zift expertise.

Get Started Today

For a complete course catalog, to register for an upcoming session or discuss designing a custom training session, please contact training@ziftsolutions.com.

Channel Marketing & Management: CMM TRAINING

For Vendors/Suppliers) ZIFT MARCOM Overview:

Setting Up Email & Workflows
Uploading Print & Social Media
Collateral & Content Tagging
Content Syndication & Templates
Reporting & Analytics

For Partner Users & Third-Party Agencies:

ZIFT123 Platform Overview
Engagement Email and Workflows
Print & Social Media
Collateral & Content Tagging
Content Syndication & Templates
CYOC (Create Your Own Content)

Specialized Training

Zift Content Builder Certified
Zift Level 1 & Level 2 Certified
Zift Agency Certified