

# Partner Program

WINE **DIRECT**

THE WINERY'S CHAMPION

# Overview

WineDirect is often asked to recommend Agencies for wineries to engage with and must have a qualification process in place to maintain a standard of quality and confidence in its recommendations.

Our goals for this program are:

- to continue to develop relationships with design partners so that they become advocates for WineDirect with clients, prospects and the industry in general.
- to ensure our clients have access to design partners who understand our platform and can deliver the highest quality work.

# Agency Partner Criteria

## GOLD CERTIFIED DESIGN PARTNER

1. Serviced at least 10 mutual clients on the All-New WineDirect platform. This includes active and past clients.
2. Completes project with a high level of quality as demonstrated by client feedback and satisfaction.
3. Serves as an Ambassador for WineDirect with clients and within the broader community.
4. Creates custom packages for WineDirect clients with pricing published to WineDirect's sales and marketing teams.
5. Offers dedicated and effective support for mutual clients.
6. Demonstrates proficiency with Stencil/PageBuilder, having built a site using this tool, and has completed BigCommerce's certification program.
7. Completes our Partner Agreement.

# Agency Partner Criteria:

## CERTIFIED DESIGN PARTNER

1. Serviced at least 3 clients on the All-New WineDirect platform. This includes active and past clients.
2. Completes project with a high level of quality as demonstrated by client feedback and satisfaction.
3. Serves as an Ambassador for WineDirect with clients and within the broader community.
4. Completes our Partner Agreement.

# Benefits for Agency Partners

- Gain access to WineDirect expertise and resources by having dedicated person of contact
- Listing on our Certified Partner page brings significant promotional opportunity to WineDirect's current and prospective client base
- Sandbox store for staging & testing
- Participation in WineDirect's referral program

## Gold Partners

All of the above, plus:

- More prominent placement on WineDirect's website Partners page
- Opportunities to collaborate with WineDirect for digital content, Tradeshow panels, etc

# Agency Partner Engagement

WineDirect commits to engaging with and promoting Agency Partners, including but not limited to, the following activities:

- Quarterly email updates covering latest product enhancements, events, and opportunities
- Actively maintained Developer & designer documentation
- Actively maintained page on WineDirect's website, easily accessible for prospective and current clients, shared with clients when recommendations are requested
- For Gold Certified Design Partners - Cross-promotional activities at industry events (ie. trade shows and symposiums). This could include:
  - Co-host panels or events
  - Promotional materials (flyers, stickers)

# WineDirect Management of Partner Program

Twice per year (February and July), all current members of the Agency Partner Program will be contacted via email to submit updated portfolios to ensure the criteria of their certification is met, and to update any contact information or services offered.

## Only during this review period:

- Agency partners may move from one certification level to another (promotion or demotion)
- New agency partners may be added to the Agency Partner Program

If there are any 'off-schedule' changes to Agencies listed within the Partner Program, the change must be escalated to and approved by the VP of Partnerships for approval. Examples of this may include:

- Agency partner breaks terms of agreement (ie. quality is compromised, or they are recommending for clients to cancel with WineDirect)
- Agency partner is added to the Agency Partner Program due to other business ventures

# WineDirect Management of Partner Program

At any time, 3 WineDirect personnel will be named as dedicated persons to contact for Agency Partners. If employee turnover occurs, these responsibilities will be passed on to another employee.

- Kari Scott, Marketing Manager
- James Davenport (or other member of Product Team)
- Manager or Director in CS/Onboarding