

SmartFreight Partnership Guide

Your guide to the SmartFreight
Partner program, categories, tools
and resources.



SmartFreight[®]
Brighter Shipping Software
WISETECH GLOBAL GROUP



Welcome

Welcome to the SmartFreight Partner program.

As a **SmartFreight Partner**, you have joined a global network of highly skilled supply chain practitioners and last mile shipping experts united in their commitment to transforming supply chains.

We share a mutual goal to help customers around the globe navigate increasing supply chain complexity, technology fragmentation and rapidly changing consumer behaviour.

We believe the most successful SmartFreight Service Partners are those who continually invest in building their technical capability, product expertise and industry networks.

These guidelines will explain the resources and tools available to help you grow and thrive as a SmartFreight Partner.





As a **SmartFreight Service Partner** you play an integral role in deploying and training customers to get the best out of the platform.

You will earn revenue working with SmartFreight customers by offering accelerated deployment methodology and technology plus operational training consulting services.

You'll leverage your expertise to help our customers achieve outstanding business and operational outcomes and differentiate yourself in the global marketplace of shipping software providers.

We will provide you with tools, and resources to help promote and grow your business, and deliver value to SmartFreight customers.





As a **SmartFreight Business Partner** you'll prospect promote and market SmartFreight and Tracker4Transport.

You will earn revenue prospecting for leads who have a shipping pain point or challenge SmartFreight and Tracker4Transport can resolve.

You'll target a defined region, across verticals as diverse as Pharmaceuticals and Electrical suppliers, through to Clothing Manufacturers/Retailers and Ecommerce businesses.

You will be certified to demonstrate the product, using the value proposition and unique selling points.

Once you understand the SmartFreight Buy Cycle, and commercial construct, you'll be ready to seek out new business.





SmartFreight[®] Referral Partner

A **SmartFreight Referral Partner** is recognised for prospects that are passed to the SmartFreight Sales Force .

You will receive shipping transaction revenue for prospects that are signed as SmartFreight Customers by our Global Sale force.

Through your networks and relationships, you will recommend SmartFreight and Tracker4Transport to prospects and qualify their need for a shipping solution, then pass the lead to the SmartFreight Global Sale Force.

We will certify your product knowledge, to enable you to discuss the benefits of SmartFreight and Tracker4Transport.



Tools, Resources & Training

SmartFreight Partners enjoy exclusive access to powerful tools and resources to build additional revenue streams and grow their consulting businesses.



SmartFreight Team - Our team of partner management, sales and support professionals work together to support Partner activation and success.



Partner portal - Digital resources, courses, news, collateral and videos enable you to onboard consultants and grow your capability



Product training - Self-paced online learning for obtaining product certification for each consultant in your practice, and for sharpening skills when new features are released



Joint marketing & cross-promotional activities - Allow SmartFreight to boost your brand and improve market awareness for your company.



Growing your business

SmartFreight Partners enjoy exclusive access to powerful tools and resources to build additional revenue streams and grow their consulting businesses.



SmartFreight sales tools and processes

Proven sales processes and content utilised by our global sales team you can use to grow your SmartFreight engagements.



A real-world demonstration environment

A feature rich SmartFreight sandpit environment to train consultants, demonstrate functionality to clients, reduce project build times and increase speed to market.



SmartFreight customer referral program

Access more leads through the SmartFreight customer referral program.



Operational and commercial business resources

Operational business toolkits to activate new business opportunities and set yourself up for commercial success.



Marketing collateral and campaign toolkits

Access sales and marketing videos, scripts, lead generation assets and campaign toolkits.



Frequently asked questions

What is the process to become a SmartFreight Partner?

All potential partner applicants are assessed by the SmartFreight team via email and phone before formal engagement as a Partner. Once approved, new Partners are guided through a step-by-step partner activation and onboarding process.

How do I access training and become skilled in SmartFreight and Tracker4Transport?

SmartFreight offers free, comprehensive training featuring on-demand eLearning resources and examinations. All Partners and customers have access to eLearning. Potential partners can apply to receive access to eLearning by contacting partners@smartfreight.com

Can I be a standalone SmartFreight Partner, or must I also be a CargoWise Partner?

Yes, you can be a standalone SmartFreight Partner. Current CargoWise Partners can also become a SmartFreight Partner alongside their existing CargoWise competence capabilities.

How do I become certified as a SmartFreight Partner?

Partner consultants are certified once they have completed all SmartFreight eLearning courses, successfully shadow between 3-5 customer projects with the SmartFreight team and demonstrate competence in the project certification checklist as determined by the SmartFreight Project Lead.

How much does it cost to be a SmartFreight Partner?

There is no direct financial investment required to become a SmartFreight Partner. Our Partners do, however, invest their valuable time and resources into their partner accreditation. It is through continuous professional development and the dedicated involvement in shadowing initial project work that accreditation is obtained.

Will my company be listed as a Partner on the WiseTech Global or SmartFreight websites?

Yes. Approved Partners will be listed on the SmartFreight Partner website.

More questions?

Please email partners@smartfreight.com

Contact Us

partners@smartfreight.com
www.smartfreight.com

