ADOBE SOLUTION PARTNER PROGRAM

Deal Registration: *72 pages into one*

How I made it easier for sales partners to get their commissions.

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SCOPE
Content strategy, UX writing, FAQ

PARTNERS
Help team, UX design

AT A GLANCE

The short version

Challenge

Registering a deal was a required step for partners to earn their commission. But the rules were spread across 72 pages of PDFs, and questions about them made up about 20% of Help team cases.

What I did

Worked with the Help team to find partners' top questions, then wrote one page in sales language: what it is, what you earn, how to register, and quick links to each CRM.

Outcome

Deal registration became **self-serve**, and the Help team **got fewer questions** about it.

THE PROBLEM

One missed step could delay a partner's commission. The answers were buried in PDFs.

~20%

of Help team cases were about deal registration and financial benefits.

51 · 12 · 9

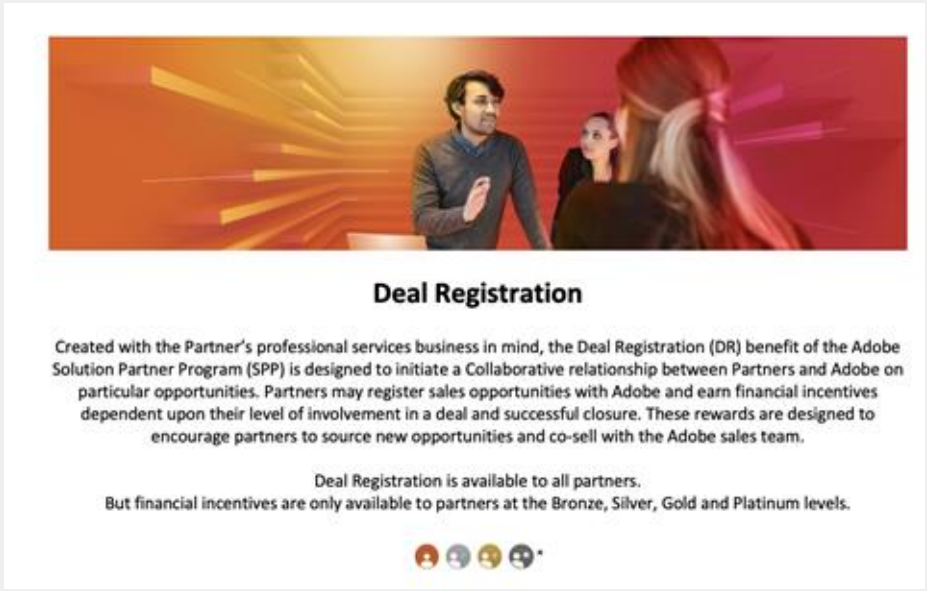
pages in the three PDFs sales partners had to search. The FAQ just pointed back to them.

1×

a month: live training, at 1:00 PM Pacific. That didn't work for most of a global audience.

BEFORE

A paragraph of jargon, then three PDFs



The page opened with program-speak and never said how to register a deal.



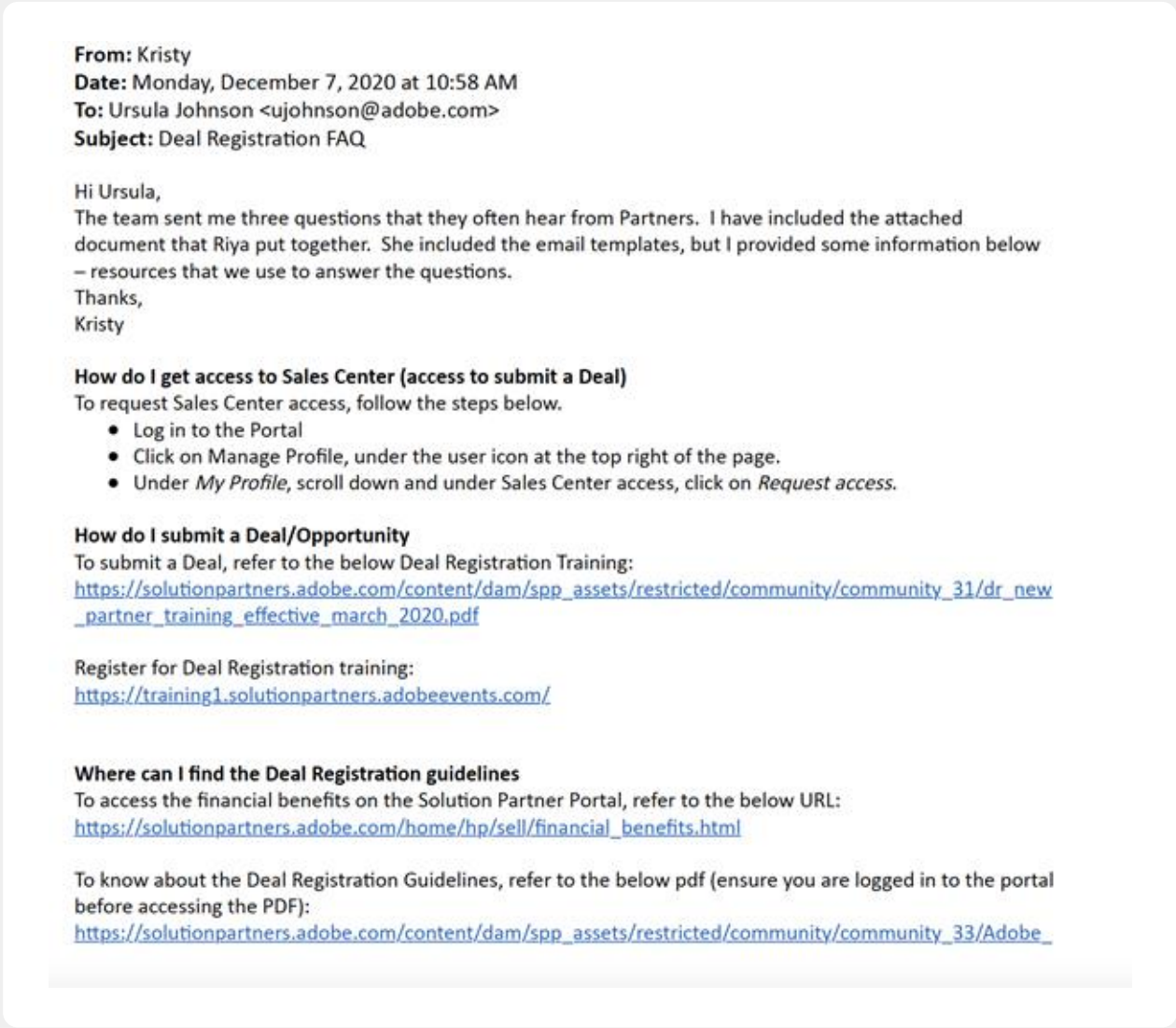
The real answers sat in linked PDFs, the longest one 51 pages.

RESEARCH · HELP TEAM

The Help team's inbox became my outline

I asked the Help team for the questions partners asked most. They sent the top three, plus the answers they kept emailing back.

- How do I get access to submit a deal?
- How do I submit a deal?
- Where are the guidelines?



From: Kristy
Date: Monday, December 7, 2020 at 10:58 AM
To: Ursula Johnson <ujohnson@adobe.com>
Subject: Deal Registration FAQ

Hi Ursula,
The team sent me three questions that they often hear from Partners. I have included the attached document that Riya put together. She included the email templates, but I provided some information below – resources that we use to answer the questions.
Thanks,
Kristy

How do I get access to Sales Center (access to submit a Deal)
To request Sales Center access, follow the steps below.

- Log in to the Portal
- Click on Manage Profile, under the user icon at the top right of the page.
- Under *My Profile*, scroll down and under Sales Center access, click on *Request access.*

How do I submit a Deal/Opportunity
To submit a Deal, refer to the below Deal Registration Training:
https://solutionpartners.adobe.com/content/dam/spp_assets/restricted/community/community_31/dr_new_partner_training_effective_march_2020.pdf

Register for Deal Registration training:
https://training1.solutionpartners.adobeevents.com/

Where can I find the Deal Registration guidelines
To access the financial benefits on the Solution Partner Portal, refer to the below URL:
https://solutionpartners.adobe.com/home/hp/sell/financial_benefits.html

To know about the Deal Registration Guidelines, refer to the below pdf (ensure you are logged in to the portal before accessing the PDF):
https://solutionpartners.adobe.com/content/dam/spp_assets/restricted/community/community_33/Adobe_

GOALS

Four goals for the rewrite

My task: I owned the content for Deal Registration. Partners still needed the program rules in the PDFs, but not every time they registered a deal. So I put what they needed each time on one page, with the full rules a click away.

Speak to sales

Explain Adobe's sales terms in plain language for the people registering deals.

Make the payoff obvious

Show the benefits and possible financial incentives up front.

Trade paragraphs for tables

Use tables and graphics for incentives and sales stages.

Answer questions on the page

Write an FAQ that answers questions itself, not one that points back to a PDF.

PROCESS · **MY MOCKUP**

One page, in the order partners asked



Deal Registration

Created with the Partner's professional services business in mind, the Deal Registration (DR) benefit of the Adobe Solution Partner Program (SPP) is designed to initiate a Collaborative relationship between Partners and Adobe on particular opportunities. Partners may register sales opportunities with Adobe and earn financial incentives dependent upon their level of involvement in a deal and successful closure. These rewards are designed to encourage partners to source new opportunities and co-sell with the Adobe sales team.

Deal Registration is available to all partners.
But financial incentives are only available to partners at the Bronze, Silver, Gold and Platinum levels.

Benefits
Registering deals offers several key advantages:

Financial Incentives
Earn up to 20% of the value of the software sale upon successful closure.

Sales Support
Partners can engage the support of the Partner sales team to develop and close opportunities.

Recognition (Attribution)
Enables Adobe to recognize how Partners contribute to specific deals and receive attribution for partner program leveling.

Reporting & Analysis
Partners and Adobe gain visibility into the regions, industries, and solutions where they are having success.

Proof of Involvement
The deal registration process approves you as the partner on the opportunity and documents your specific role within the account.

Rules of Engagement
Approved Deal Registrations are governed by Adobe's rules of engagement which recognize the partner's position in the account.



Manage Existing Opportunities

Adobe Corp Opportunities
Access Sales Center

Magento Opportunities
Track Leads

Register a New Opportunity

Due to acquisitions of Magento and Marketo, Adobe will continue to operate our business under three CRM systems for the foreseeable future. In order to know which workflow to use, please use Deal Registration routing tool.

Deal Registration Training & Resources

Register for an upcoming virtual training session, and access on-demand training videos, guidelines, payout checklists and more.

Financial Incentives

When an eligible Partner closes a registered opportunity, they will receive an incentive based on the level of involvement and investment in the sale. Partners must be involved during the corresponding Sales Stage to qualify for that level of involvement as seen in the chart below.

Click here to see full rules and guidelines

Stages of Adobe's Enterprise Sales Methodology

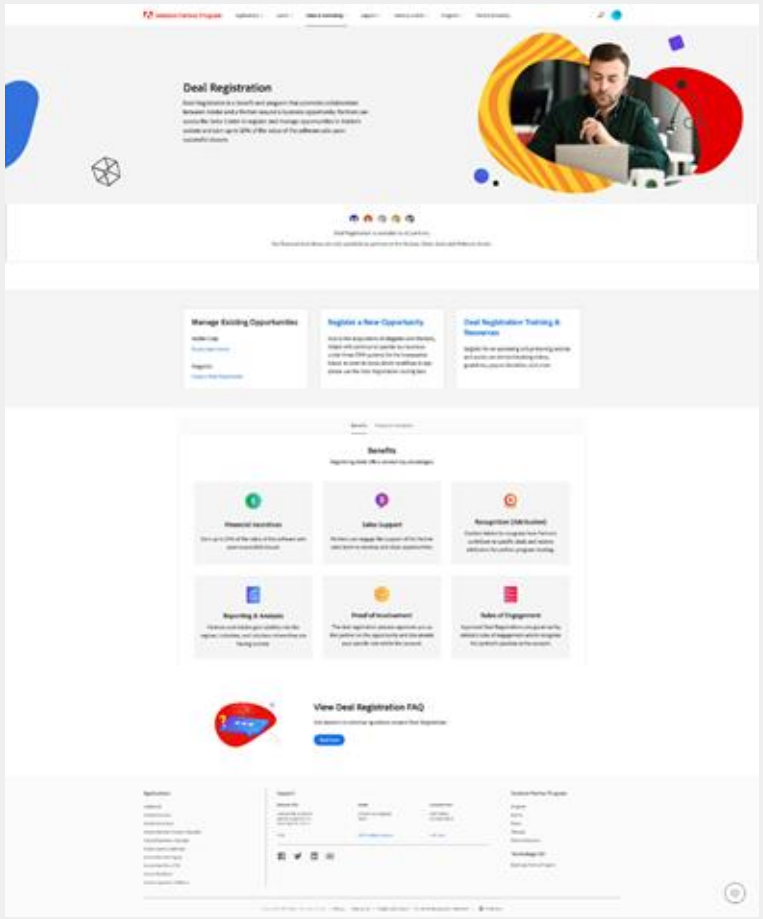
	Sales Stage 1 - Close	Sales Stage 3 to Close
Account Segmentation	Source of Lead & Selling	Selling Only
Enterprise - Strategic	5%	5%
Enterprise - Corporate	10%	5%
Enterprise - Territory	20%	5%
Enterprise - Greenfield	20%	5%
Commercial	20%	5%

Partners may register as the Source of Lead Partner, and/or Selling partner for licenses.

For a Partner to qualify for the Source of Lead rebate they must also qualify as the Selling Partner.

Account Segmentation is the method in which Adobe identifies customer segments. Adobe may change or update the customer's account segmentation at its discretion.

1. What Deal Registration is
2. Benefits and possible financial payouts
3. How to register and manage opportunities
4. Quick links to each CRM

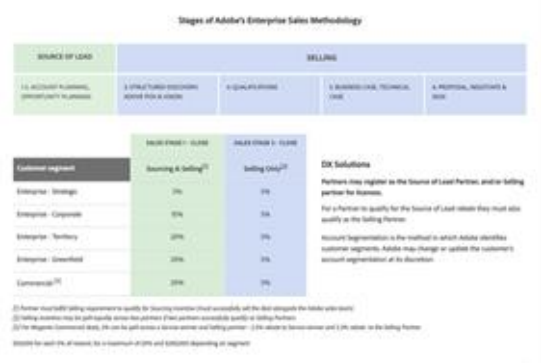


AFTER · LAUNCHED PAGE

Actions up top, money one tab away

The page shipped close to my mockup, with one change from the UX designer: **move the actions higher.** Managing, registering, and training became the first things partners saw.

Financial incentives moved to a second tab. They stayed on the page, but the page stayed short.

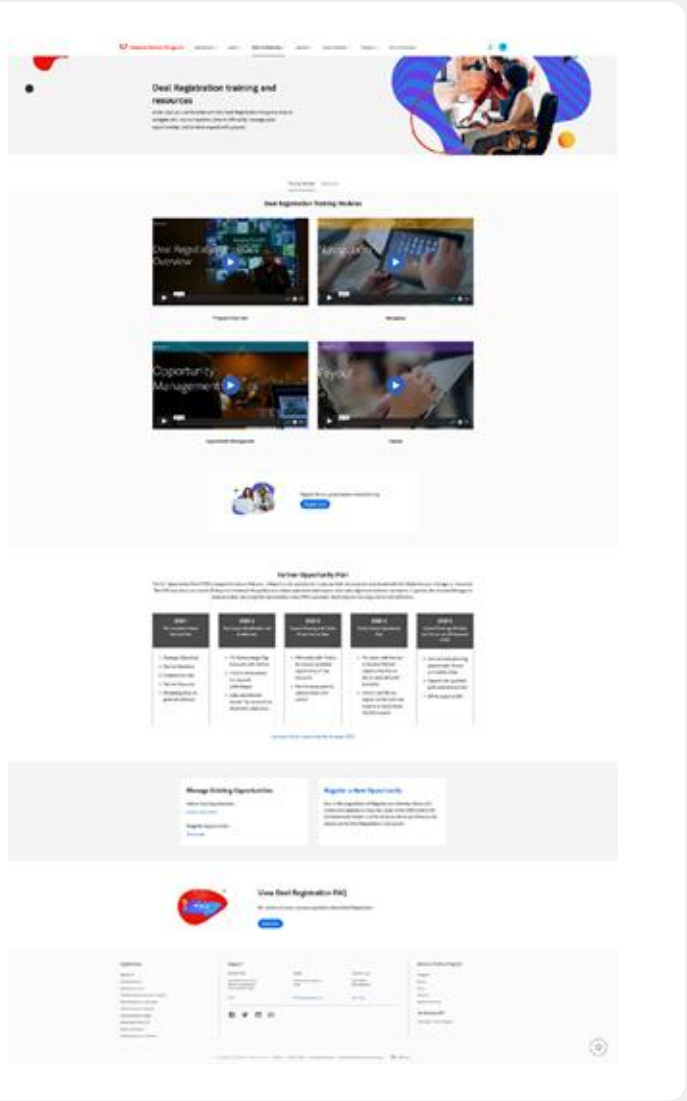


AFTER · TRAINING AND RESOURCES

Training partners can take on their own time

A once-a-month live session at 1:00 PM Pacific left out most of a global audience. A dedicated training page gathered the video modules, the opportunity plan, and the FAQ in one place. It was not recorded because partners sometimes asked sensitive questions during Q&A.

I proposed that we record the training without Q&A , so Partners no longer had to wait for a time slot, or dig through a PDF, to learn the process. If they needed answers, they could reach our partner managers for more specific guidance.



OUTCOME

Partners could register deals on their own, and the Help team heard about it less.

Self-serve

The answers to the top three questions were on the page, with direct links to each CRM.

Fewer Help team questions

The Help team got fewer deal registration questions, which had been about a fifth of their cases.

THANKS FOR READING

Let’s work together.

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