

# 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](mailto: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