

## Veelo for Channel Partners

### More engagement, better education and measurable success.

Veelo increases partner engagement and improves your partners' ability to sell your value. Give your partners contextually relevant marketing content and training bursts when they need it, in real time. As a stand-alone web app or embedded in a partner portal, Veelo fits into your partners' work flow and delivers fast time to value.

**95%** of partners don't regularly access vendor portals

**85%** don't open emails from their vendors

**65%** of partners prefer mobile

### Better sales performance with opportunity-specific content

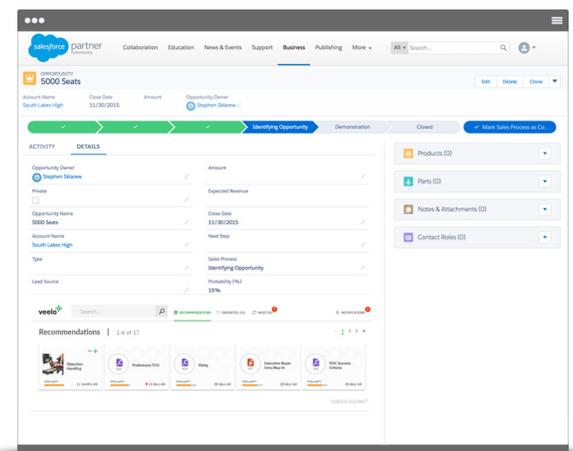
Automatically guide partners on what content to use, including upsells and cross-sells. Push notifications keep you top-of-mind and your partners in the loop.

### Faster ramp time with contextual coaching

Veelo's tools enable you to author and convert playbooks, product training, and coaching into short, interactive modules.

### Increase content impact with visibility into what works

See what your partners use and what they share with prospects. Understand their behavior better to predict the next action for you and your team.



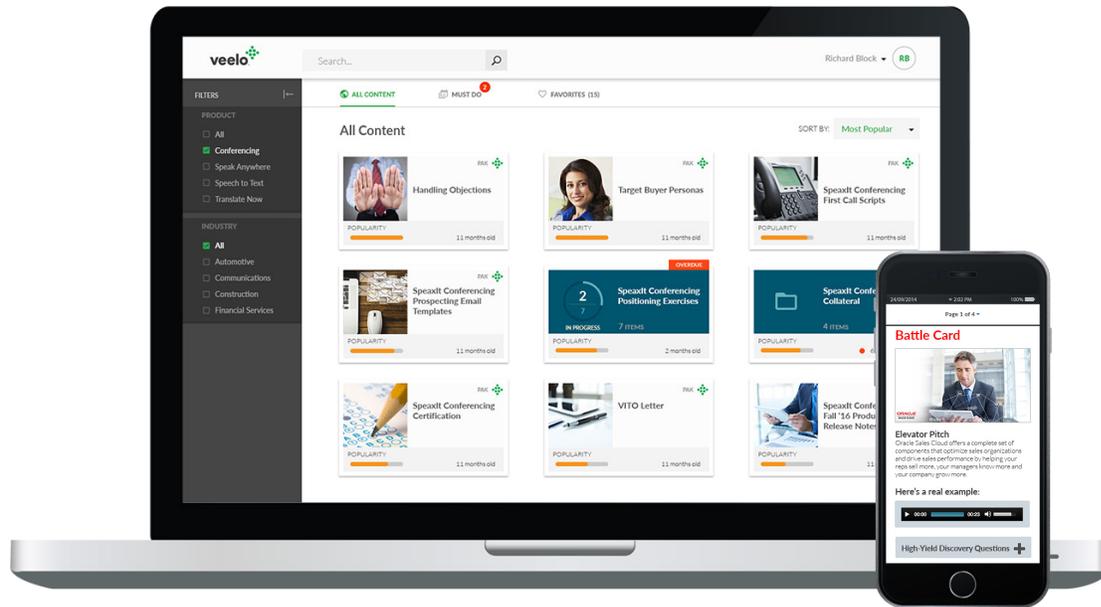


Veelo customers experience:

**22%** improvement in partner confidence

**15%** increase in customer conversion

**17%** increase in reported sales productivity



### Quick Hits

Cater to short attention spans. Make engaging content that your sellers can easily digest, retain and use to help them when it matters most.

### Content Sharing and Alerts

Allow your partner sellers to share content with prospects and receive notifications in real time to better manage follow-up.

### Fits with your Existing Technology

Use as a microsite, embed into your existing partner portal on any page, add to Salesforce Partners and more.

### Easy to Manage

Robust content management and permissions by partner type, role and more. View real-time engagement data and analytics.

### Contextual Micro-Reinforcement

Reinforce desired sales behavior with short plays, scenario examples and playbooks. Add video, audio, graphics and games and more.

### Onboarding and Training Tools

Veelo includes full training, sequencing and testing functions. Manage new partners, certifications and more.

## Built for the Real-Time Sale

Veelo enables smarter, more confident sellers by providing real-time support based on the selling context. To learn more about Veelo products, call us at 1-855-414-8760, or visit [veeloinc.com](http://veeloinc.com).