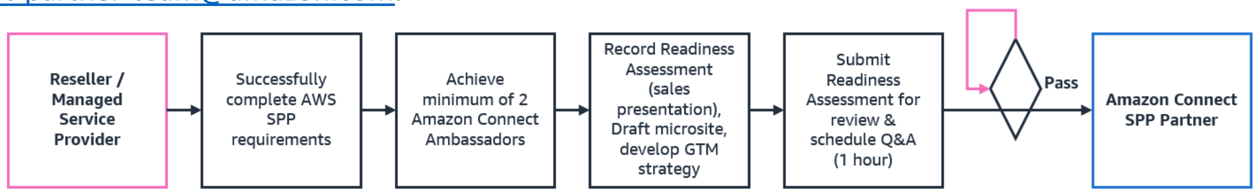
Solution Provider Partner Guide for Amazon Connect

Purpose

The purpose of this document is to guide partners through the steps necessary to be authorized Amazon Connect SPP. For questions concerning the process or the information in the guide, please reach out to connect-partner-team@amazon.com.



Overview

After successfully completing the AWS SPP requirements, follow these steps to satisfy the requirements for selling Amazon Connect. Here is an overview, before we go into details on each step.

1. **Amazon Connect Sales Training:** We recommend that all of your sales associates take the Amazon Connect Sales Training. The Partner Team require that a minimum of 2 people take the training to become Amazon Connect Ambassadors. New Ambassadors receive a Validation Certificate and Ambassador Badge that can be added to their Amazon Connect microsite, LinkedIn or other locations to signify their achievement and membership to the Amazon Connect Ambassador LinkedIn Group.
2. **Amazon Connect Microsite:** Amazon Connect Partner Team requires that you have an Amazon Connect dedicated microsite. We recommend you use the same best practices AWS recommends to partners who build a general AWS Microsite.
3. **Readiness Assessment:** Record a 30-45 minute sales presentation based on a hypothetical customer scenario and submit it for review to the Amazon Connect Partner Development Specialist (PDS) using this form. The presentation should include 3 challenges or questions that the customer is likely to ask. The recording does not need to show the person who is presenting or an audience, but it should include a visual presentation. Here is a sample presentation to use as guidance.
4. **Q&A and GTM Meeting:** An Amazon Connect PDS will review your submission and schedule a follow up Q&A and GTM meeting. During this call, the PDS will ask any clarifying questions that may have been absent from the presentation. You will also work with the PDS to explore your "AWS Superpower" and collaborate on your Go To Market strategy, which is a part of your Partner Business Plan.
5. **(US Only)** In order to resell Amazon Connect telephony, a representative from your organization needs to take this Marketing Agent Model training. If this applies to your organization, complete this before submitting your readiness assessment.

Upon completion of the steps the Amazon Connect PDS will update your partner record indicating authorization to resell Amazon Connect. If any parts of the process require remediation, the PDS will reach out with an explanation of what changes are necessary.

Solution Provider Partner Guide for Amazon Connect

Connect Sales Training and Ambassador Program

The Amazon Connect Partner Team recommends that all of your sales associates take the Amazon Connect Sales Training. We require that at least 2 people take the full training to become Amazon Connect Ambassadors. The program provides partner sellers with a 1-hour self-paced training course focused on the Amazon Connect seller training, sales plays, and funding programs. Following the successful completion of the Amazon Connect Sellers assessment, new Amazon Connect Ambassadors will receive a Validation Certificate and Ambassador Badge that can be added to the Amazon Web Services (AWS) Partner's page, LinkedIn, or other locations to signify their achievement. They will also gain access to an exclusive Amazon Connect Ambassador LinkedIn Group where they can participate in activities to earn prizes and other incentives.
Steps to becoming an Ambassador, Partner will:

- Complete the pre-requisite product training videos if you are not familiar with Amazon Connect
- Take the Amazon Connect Sellers Training Course and Assessment and download the accompanying deck.
- Join our LinkedIn Group
- Check out the resources available to you on the APG Amazon Connect Training Guide

The goal of the Amazon Connect Partner Ambassador Program is to improve AWS Partner performance in the following ways:

- **Mechanize and standardize AWS Partner seller training delivery and validation at scale.** The Service Acceleration team has set a goal to increase AWS Partner activation.
- **Educate AWS Partners on Amazon Connect features, the market opportunity, customer considerations, sales plays, best practices, and funding options.** The initial training provides baseline training as well as opportunities for continued learning.
- **Build consistent AWS Partner messaging and positioning of Amazon Connect so AWS Partners can earn trust with customers.** They will have access to messaging and additional sales resources to help them align with AWS on their value messaging.
- **Provide a clear path for Amazon Connect AWS Partners to gain the reseller competency.** The program will be used as a part of AWS Partner Onboarding as the mechanism to assess candidates for the Solution Provider Program (SPP), also known as the AWS reseller program.
- **Promote AWS Partner engagement by providing additional incentives and recognition for AWS Partner contributions.** AWS Partners will earn membership to a private LinkedIn group where they will earn rewards for activities such as posting related information to their public LinkedIn profile, sharing user stories, and participating in focus groups and alpha or beta testing of training materials or feature launches.

Solution Provider Partner Guide for Amazon Connect

Amazon Connect Microsite

The Amazon Connect Partner Team requires that you have an Amazon Connect dedicated microsite. We recommend you use the same best practices AWS provides to build the AWS Partner Microsite. In addition, the microsite:

- Must be easily discoverable on your website and accessible from the homepage
- Highlights you Amazon Connect capabilities and partnership with Amazon Connect
- Highlights specific practices or Amazon Connect solutions, depending on your partner designation
- Links to Amazon Connect customer references
- Ensure correct usage of AWS Services and product names (e.g. “Amazon Connect”, not simply “Connect’)

Here is an example of a Partner Microsite for Amazon Connect.

Readiness Assessment

Partners will need to record a sales presentation and submit it for review to the Amazon Connect PDSs using this form. This will be a 30-45-minute presentation based on a hypothetical customer scenario that you build out. The presentation must include:

- A clear customer use case. You may present the use case at the beginning of the recording, or submit it in writing along with the presentation.
- 3 challenges or questions that the customer is likely to ask. Try to make the challenges specific to the use case.
- A visual presentation, such as a slide show. We do not require that we see the presenter during the presentation. A First Call Deck Template is available to get you started.
- Topics within the presentation should include:
    - Value proposition
    - Marketing plan
    - Relevant use case and solution
    - Pricing model
    - Goals

Here is a sample use case to help you get started building your own for the Readiness Assessment. Yours will vary depending on your specific partner offering:

Customer: The Any State Department of Motor Vehicles
Overview: The Any State Department of Motor Vehicles is responsible for all driver/ID and vehicle services across the state. They use 300 customer service representatives in a centralized contact center to support their customer care. They also support services out of the 50+ DMV branch locations across the state. They run a voice-only contact center using an on-premise Avaya solution.

Problem: During the pandemic, branch locations were closed for walk-in traffic and the Washington DMV switched to a 100% appointment-based system for in-person services. They also migrated more services online. The changes in processes along with limited on-site services drove a large call volume into the contact center, which created outages, long hold times and customer frustration. They are continuing to struggle with volumes as more residents move to conduct transactions digitally. Their Avaya solution is reaching end of life and they will need to pay to upgrade, so they are exploring other options. They have limited experience with cloud and their biggest issue is the need for a resilient and scalable customer service solution. They would like to add more channels such as chat and SMS along with self-service functions, but they also need to insure any changes are budget neutral. They do not have deep knowledge of AWS or Amazon Connect and are concerned about the cost of a migration, ease of administration along with long-term usage costs, since it is different from the per seat model they use today.

Customer challenge questions:

- This seems confusing and hard to do. We do not have AWS experts to help us migrate to a different solution.
- Our contact center telephony infrastructure also supports our non-contact center voice user. Can you support this?
- We have to follow strict privacy standards such as XYZ. Does Amazon Connect meet those standards?

Here are some helpful best practices to keep in mind as you prepare and record:

- Use speaker notes to help guide the presentation, but avoid scripting the entire presentation
- Record their presentation using and tools you are already comfortable with such as Zoom, Chime or other web meeting tools. In addition, you may find the following tools useful:
    - PowerPoint recorder
    - Quicksight (for mac OS)
    - Xbox screen recorder (PC)
- The recording does not need to have the presenter on camera, but the visual presentation must be clear to the viewer.
- When responding to the 3 challenges, you may choose to spread them out throughout the presentation or answer them all at the end. A member from a mock audience can ask the questions, or the presenter can simply read the question aloud and then respond.
- It may help to have a small mock audience to help the presenter keep the presentation engaging and not scripted.

Solution Provider Partner Guide for Amazon Connect

Readiness Assessment Rubric

Metric	No (0)	Needs Improvement (2)	Yes (3)
Used approved, accurate and up-to-date Amazon Connect messaging that aligned with the customer's objectives or challenges	Provided incorrect information to the customer	Had mostly correct messaging, however: (a)Some information was out of date or inaccurate (b) The presentation did not connect messaging with customer's objectives or challenges	(a) Used the most recent stats that best aligned with the customer's mission objective and challenges as provided in the scenario and (b) Used approved Amazon Connect and APN branding guidelines
Delivered technically correct information and at the appropriate depth for the customer	(a) Not able to deliver technical information to an appropriate depth (b) Delivered incorrect technical information	Delivered technical information, however: (a) didn't ask any follow-up questions to understand if the solution resonated with the client or how the client would use/benefit from the Amazon Connect features described (b) the information was only partially correct	(a) Able to appropriately tie Amazon Connect features to the customer's needs/pain points/challenges and speak to their benefit or (b) Able to correctly address customer's technical questions to an appropriate depth (c) When appropriate, takes ownership and either directs the customer to the appropriate resources and identifies relevant AWS personnel who will be engaged to dive deep on the topic (e.g.: An Amazon Connect SSA).
Referenced case studies appropriately	Does not use any reference stories	Used case studies, however: (a) They were not aligned to the customer's challenge / pain points / mission or needs. (b) They lacked the data to back it up and talk about it at any depth	(a)Used case studies appropriately and impactfully. (b) Referenced back to the Customer's use case, pain points and where appropriate, industry vertical.

Earns Trust	(a) Does not acknowledge or understand customer's use case or provides inaccurate/ambiguous information (b) Provides inaccurate information, such as over promising.	Displays expertise and confidence in Amazon Connect and defining next steps, but may be vague or inaccurate in responses	Acknowledges the customer's use case throughout the presentation and (a) Confirms the next steps, the information they need to come back to the client within the agreed timeframe (b) Confirms that there are no outstanding items/questions/concerns
Handled objections effectively	(a) Becomes defensive (b) Does not acknowledge the customer's concern	(a) Addressed the objections at face value without probing to understand underlying reasons for the objection (b) Did not ask questions to ensure all objections had been successfully addressed before proceeding	(a) Addresses the objection with clarity and accuracy (b) Asks thoughtful questions to understand the context and reasons for all objections presented (c) Ensures all objections are successfully handled (or captured for follow-up if the answer is unknown) before continuing
Good Time Management and Established meeting objectives	(a) Rushed through presentation (b) Ran out of time significantly and did not adjust the flow to ensure next steps were established	(a) Mostly managed time well but struggled to cover all content in the allotted time, which caused the candidate to have to rush through content or skip content they had planned to present	(a) set an appropriate pace and spent time on the areas that were most important to the customer use case. (b) Ensured next steps were addressed and agreed to before finishing the meeting

Engaged the audience	(a) The presentation felt as though it was read (b) The presenter did not change inflection or demonstrate interest while speaking	The presenter engaged the audience, however: (a) At times the presentation felt read (b) At times the presenter did not use inflection to demonstrate interest while speaking	The presenter had a conversational style and tone and demonstrated throughout the presentation that they were interested in the customer and the customer's use case.
Managed meeting according to customer's goals and outcomes (and did not make it all about AWS)	(a) Focused on AWS products rather than the customer's needs (b) Overly used Jargon and Acronyms without defining them	Focused on the customer and their outcomes but leaned heavily on a long list of AWS Services, potentially leading to customer fear that the AWS solution is overly complex	(a) Worked backwards from the customer's mission and needs (b) Effectively conveyed how Amazon Connect aligned to the customer's challenges or needs (c) Demonstrated understanding of customer and their industry (d) Articulated benefits that resonate with the customer
Established expectations regarding next steps and follow up actions/next meeting	Ended the meeting without a recap/summary nor next steps	Attempted to drive towards next steps with the customer but it was rushed or incomplete	(a) Checked for any outstanding issues or objections (b) Asked for customer commitment to agree upon next steps (c) Assigned next steps that are time bound and actionable

Passing score: 21/27

Q&A and GTM meeting

An Amazon Connect Partner Development Specialist (PDS) will review your submission and schedule a follow up Q&A and GTM meeting. His T1.5-hour block for a Q&A and GTM meeting with a Connect PDS is your opportunity to:

- Review the readiness assessment presentation
- Collaborate with the PDS
- Ask questions
- Discuss your go-to-market strategy

Fill out the Partner Business Plan to plan your go-to-market strategy and build out your superpower. It includes (as applicable):

- The current addressable opportunity for your business and the 1-2-year outlook.
- Key initiatives or solution offerings
- Focus (verticals or niche markets you play in)
- Coverage strategy, headcount
- Key Risks and Dependencies
- Overview of Marketing assets (e.g. email templates or series, banner ads, social media plan)
- Your plan for implementation

AWS Partner Central has additional resources such as How-to Guide: Go-to-Market (GTM) with AWS to help you get started.

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