

STRATEGIC PARTNERSHIPS

Training packages

All of our Strategic Partners get access to our world-class training and dedicated support. We can create a custom package based on your needs.

Non-banking partners

- ✓ **Regional Coverage Manager**
Access to dedicated Coverage Manager
- ✓ **Two basic training sessions**
60 mins / quarterly
Covering MarketFinance values, how to identify a funding need, our finance solutions, eligibility criteria, preferred sectors, processes and how to refer a customer
- ✓ **Monthly manager 1:1s**
Call with regional team managers to discuss partnership performance against agreed KPIs, identify trends / strengths / weaknesses and discuss content for future training sessions
- ✓ **Monthly leadership meeting**
Key stakeholders to cover performance against success criteria, and review both long-term and short-term initiatives to improve performance
- ✓ **MarketFinance Champion**
Usually one per region
Receives additional support, resources and training so that the individual can be a product expert and internal source of support for other team members
- ✓ **Daily performance monitoring**
Reporting on referrals / SQLs / approvals / sign-ups / facility utilisation to identify top performers as well as teams that require more support
- ✓ **Resource portal**
Access to all partner training guides, product one-page overviews, customer case studies, support process documents and all of the content produced for training sessions
- ✓ **Monthly AMA**
Drop-in sessions with Coverage Managers to address live questions and FAQs

Banking partners

Everything included in our non-banking package **PLUS**

- ✓ **Partnership manager referral support**
Referral pre-qualification call option
- ✓ **Advanced session**
60 mins
Covering sector-specific insights, ways to make working capital conversations easy, objection handling, case studies, competitive landscape, Q&A with the BDMs and AMs and existing client support (to promote retention)
- ✓ **Embedding session**
30 mins
Covering ways to add value with MarketFinance, problems and solutions, what good looks like, triggers for discussing MarketFinance solutions, understanding the customer need, case studies and Q&A
- ✓ **Customised case studies and team shout outs**
Created and managed by MarketFinance Marketing team
- ✓ **Three-way calls**
Referrers can set-up three way calls with a MarketFinance funding specialist and their client