

A man with glasses and a beard, wearing a denim shirt, is smiling and high-fiving a woman whose back is to the camera. They are in an office environment with a laptop and a coffee cup on a desk. The lighting is warm and bright, suggesting a window in the background.

**Canon**

**PARTNER  
PROGRAMME  
2020**

# **STRONGER TOGETHER**

**EXPLORE THE BENEFITS OF THE  
CANON PARTNER PROGRAMME.**

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# SO FAR, **SO GREAT**

## YOUR SUCCESS IS OUR SUCCESS.

You're seriously important to us.

In our 80-year history, we've focused on creating the most innovative document management systems on the market. But none of it goes anywhere without people like you. Your success is our success – you take our story and our technology to the world.

To make sure you get rewards and support to grow your business, we'd like to invite you to join our official Partner Programme. After all, we want you to be as happy with the relationship as we are.



**READ ON...**

Discover exactly what our future together could hold.

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# THE **NEXT LEVEL**

## WHY PARTNER WITH CANON?

Rewards and incentives, yes.  
A comprehensive catalogue of services, yes.  
But growth too.

When you become a Canon Partner, we take our responsibility for you seriously. Assigning a Canon Partner Manager you can reach, easily, when you need.

Supporting you with market insights. Sharing knowledge and leads. And advising you on everything from business plans to industry changes.

Ultimately, our Programme aims to help you increase your revenue from selling Canon products and services. But we also want to help you be more efficient as a business – so you can be more profitable.

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### **KEEPING IT KYOSEI**

Kyosei is a Japanese word that means living and working together for the common good. It shapes our mission and our values, the way we treat our people and conduct our business.

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To achieve the above, we help you to:

 <b>Protect your bottom line</b>	 <b>Grow your top line</b>	 <b>Be more effective</b>
<ul style="list-style-type: none"> <li>Close more deals</li> <li>Use Canon assets</li> <li>Explore our competitor hub</li> <li>Discover thought leadership</li> <li>Seal deals with promotions</li> <li>Draw on sales and financial support</li> <li>Make the most of incentives</li> </ul>	<ul style="list-style-type: none"> <li>Size up the market</li> <li>Spot customer needs</li> <li>Make your mark in new spaces</li> <li>Turn awareness into demand</li> </ul>	<ul style="list-style-type: none"> <li>Attend face-to-face sales workshops</li> <li>Develop your leadership skills</li> <li>Access technical training</li> <li>Gain engineer certifications</li> <li>Harness our expertise</li> <li>Join us for round-table meetings</li> <li>Attend European events</li> <li>Meet up at Partner networking events</li> </ul>

### Access all areas

Our Partner Portal is the place to get up to speed with everything we have to offer. It'll be your go-to destination for resources, opportunities and training alike. Think of it as your always-on virtual guide.

### The human touch

You'll also get support from the local Canon team, who can help with any enquiries. This person will work with you to find new ways of improving your business, build your business plan, and meet new customers.



# YOU'VE HEARD THE WHY. **NOW** **HERE'S THE WHAT**

## WHAT OUR PARTNER FRAMEWORK INCLUDES.

Like what you've heard so far? We hope so. Now, let's take a look at what our Programme is made up of. In short, it's tailored around you. Around your business, your customers' needs, your skillsets, your ambition. You'll follow a clear journey that supports your vision. From revenue goals to training opportunities, we'll make a plan that ties your business goals to Canon objectives.



### First, let's get on the same page

Before we get down to the detail, there are a few things we need to check. Here's what you can expect from us - and what we'll need from you. These are our general pre-requisites.

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## BUSINESS TARGETS

You and your Canon Partner Manager will also work together to agree a revenue target across the products you want to focus on. Then, we'll help you work out which competencies and certifications can help you reach it. Of course, it's also how we'll recognise and reward your developing expertise.

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### To join our Partner Programme, you'll need to:

- Sign a contract that sets out the partnership rules
- Work with us to create a joint business plan. This helps keep us on track with business growth and identify qualifications and training.
- Work with your Canon Partner Manager to buy from certified sources
- Sign up to our Partner Portal and agree to follow - and use - our brand guidelines

### And, in return, you'll get:

- Access to the Partner Portal - your virtual Account Manager
- Marketing support
- Business planning support
- Access to our Learning and Development Hub
- Networking opportunities at our partner events



# **BRING YOUR SKILLS – AND LEARN THE REST**

**YOU KNOW WHAT YOU DO BEST.**

In our Partner Programme, you can concentrate on that. Then, you can add more skills and services through our training resources.



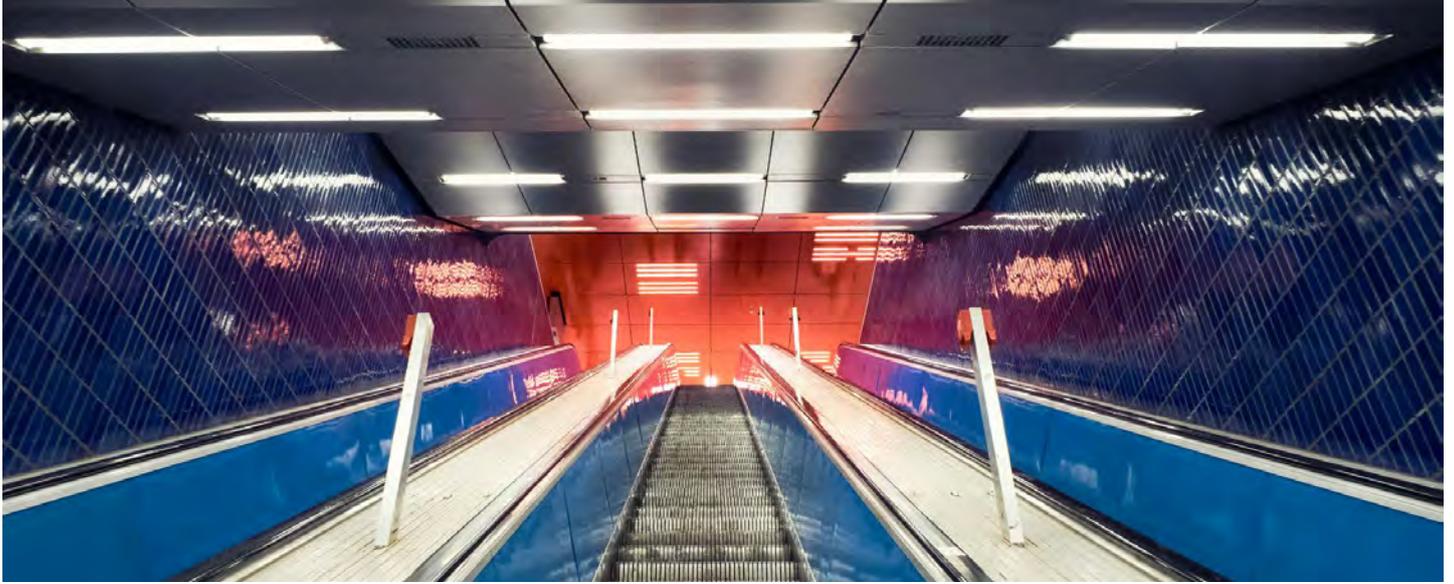
# SAY GOODBYE TO THE COMFORT ZONE

**AMBITIOUS? THEN YOU BELONG WITH US.**

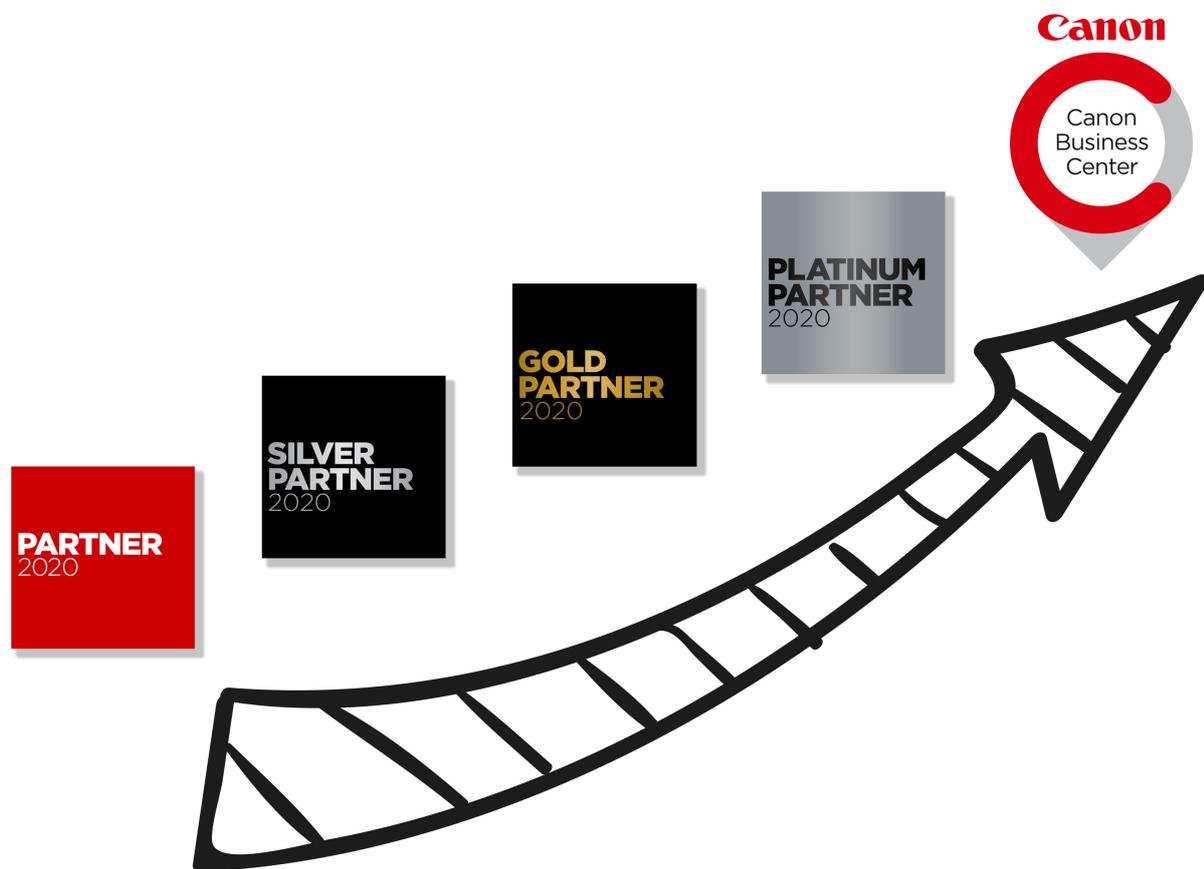
Our Partner Programme has four tiers. So, you'll have every opportunity to develop your people, increase your sales, and grow with Canon.

As we work closer together, your potential will grow. You'll move up the tiers - and out of your comfort zone. Plus, you'll have the chance to broaden your services and give your customers new offerings.





Each of our badges identifies a different level of certification: Partner, Silver Partner, Gold Partner and Platinum Partner.



### Grow with us

The higher your level, the more intense the collaboration will be. As you move up the tiers, you'll have all the support – and opportunities – you could ask for. You'll get:

- Joint business planning
- Access to marketing resources
- Training in new competencies
- Rewards and recognition
- Sales tools

Your opinion matters too. So, you can always give your feedback through our Partner survey, or by getting in touch with your Canon Partner Manager.

### Your hard work, rewarded

When you deliver results, we'll reward you with better rewards and benefits.

# STRONGER TOGETHER

## AN OVERVIEW OF THE BENEFITS OF OUR PROGRAMME.

When you become a Canon Partner, you may have access to a set of benefits:

- Joint business plan
- QBR structure and process
- Partner Portal
- Sales assets
- Assigned Canon Partner Manager
- Presales specialist support
- Product & competency training
- Sales behaviour training
- Partner event support
- Marketing Development Fund
- Competitive MIF churn support
- Deal registration
- Product Roadmap information
- Competition portal access
- Partner locator
- Demand generation through marketing campaigns
- Service catalogue
- Services capability and efficiency roadmap
- Service accreditation
- Showroom support
- Invitation to webinars
- Incentives
- Invitation to round- table meetings
- Invitation to local & european Canon Partner events
- Official Canon Partner logo

Those benefits are available at different levels depending on the type of accreditation of each partner. Depending on the tier level and the turnover, each benefit will be available without financial support or with limited or advanced financial support.

# TOOLS FOR **YOUR TRADE**

## RESOURCES AT YOUR DISPOSAL.

Want to familiarise yourself with the finer details of our Partner Programme? Or learn the latest on our products and services? Once you're all signed up as a Canon Partner, you can pop onto our Portal or take a look around our Learning and Development Hub.



# PARTNER PORTAL

**Whether you're opening the conversation or closing the deal, you'll find what you need on our Portal. Marketing assets and sales enablement.**

The latest news and competitor information plus details of support for your service teams. It's all there, plus more. And just like the market we work in, the portal will keep evolving. Giving you the content, tips and resources you need to keep one step ahead.

## Partner Learning and Development Hub

Feed your knowledge with our bite-size courses. Visit the Learning and Development Hub through the Partner Portal for:

- programmes that earn your staff accreditations
- learning tools that you can view in the style and format that you prefer
- courses to sharpen your selling skills
- educational tools to help your people develop skills in leadership, finance and HR

The Learning and Development Hub contains resources which span our full current offering as well as our new launches. So, if you become a Partner, you'll have everything you need to swot up and sell smarter.



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## OFFICIAL PARTNER LOGO

If you sign up as a Partner, we'll be proud to have you. And we'll want the world to know. So, your Canon Partner Manager will furnish you with your Partner logo. You can then combine it with marketing assets from the Partner Portal to show you're an accredited Canon Partner. Plus, we'll add you to our Partner Locator, so customers can find you from our website.



# ONWARDS AND UPWARDS

## PROGRESSING THROUGH THE PARTNER PROGRAMME.

When you win, we win. So, if you become an official Partner, we'll actively help you.

Maybe you're looking to keep your business strong, or aiming to move up through our programme tiers. Or maybe you want to become a CBC. Whatever your goals, here's how we'll lend a hand.

1

### Business planning

We help you identify how to achieve your aims and track KPIs. We also explore how you could expand your portfolio.

4

### Training

We'll also explain which training modules you can complete to develop your skills.

2

### Enrolment

Your Canon Partner manager will confirm your tier. Then, they'll point you to the resources to sell and service Canon solutions.

5

### Review

You and your Canon Partner manager will meet regularly. In these reviews, you'll track sales and service performance. And discuss ways to grow our partnership. We'll also ask open discussions that'll help you boost your business with Canon.

3

### Marketing and sales strategy

We will work with you to align our marketing and sales strategies, so you know you're always in line with Canon and delivering the right messages at the right time.

6

### Reward

Based on your sales performance and growth potential, we'll give you the chance to move to the next tier of our programme. Which, in turn, gives you access to greater benefits.



# LET'S JOIN FORCES

We've designed our Partner Programme to support you, wherever you are on your journey.

If you have any questions, please get in touch with your Canon Partner manager. Visit Canon Partner Portal to learn more and explore our range of resources. Or visit our website:

[canon-europe.com/partner-programme](https://www.canon-europe.com/partner-programme)

**Canon**

**PARTNER  
PROGRAMME  
2020**

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