



TRAINING PARTNER

Final Drive

Score big with
AWS Training



The winning play

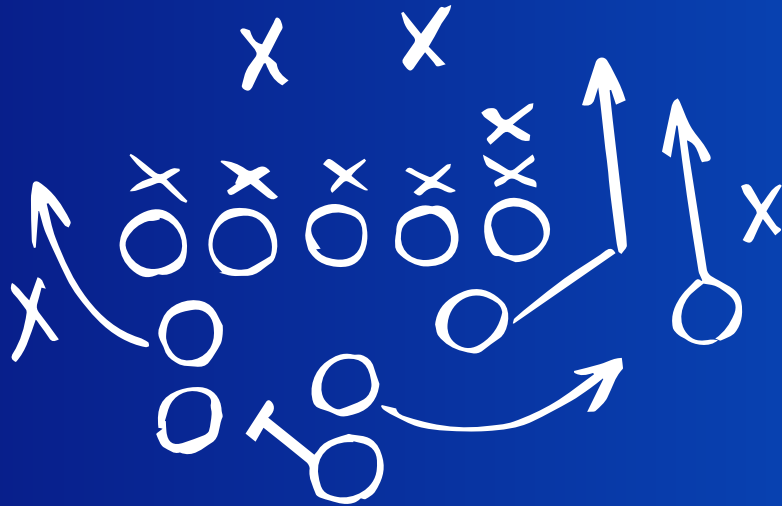
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Pre-season briefing

OVERVIEW

Sales incentive competition for authorized North American resellers of AWS Skill Builder Team subscription digital training



DETAILS

All AWS Training Partners in good standing are eligible to participate

AWS Training Partner organizations compete as a team, with all partner seller opportunities contributing to the team score

AWS Training Partner sellers will be granted contest entry by opening validated training opportunities in ACE, indicating code:

T&C-PTNR-FY24-ATP-TRAINCERT-920-PL-PPL-Multi-NAMER Final Drive

Additional terms and conditions apply

Season goals

- Help customers be the skill players on their team and **deliver winning business outcomes**
- Go for the **extra points** with training attach and upsell
- Implement a hurry up offense with **sales enablement** resources
- Win the conference **championship** and celebrate success of your team!



Season schedule

PRE-SEASON

now - October 26, 2024

- Draft and recruiting
- Team kickoff

DIVISIONAL PLAY

November 4 – 29, 2024

- Ongoing game play with weekly prizes
- Divisional standings leaderboard

PLAYOFF PUSH

December 2 – 13, 2024

- The stakes sweeten in the final weeks of play
- Team MVP nominations

CHAMPIONS CEREMONY

week of December 16, 2024

- Divisional champions and MVPs will be announced
- Team celebrations



Why you should want to be drafted

GROWTH, PROFITABILITY, ENGAGEMENT



Customers

Unlock the value of AWS and build practical skills to accelerate innovation

Develop your team's cloud expertise to maximize your cloud investment

Engage your teams, their way with immersive learning experiences – anytime, anywhere

90%

Sellers

Capitalize on areas where IT budgets are increasing the most with expanded services

Expand your offering by attaching training to services delivery

Encourage hands-on practical learning to accelerate solution delivery, adoption, and customer success

91%

Distributors

Grow your partner ecosystem with expanded offerings for high-demand solutions

Enable your partners to increase deal size

With competitive pricing and go-to-market support, help ensure partner success

90%

Training sales play

MAKING ATTACH EASY

Adding training to your services delivery can be easy...the high conversion play is simple

Training helps:

- ensure customer success
- accelerate solution adoption
- increase customer success and stickiness









Divisional matchups

RESELLER

DIVISION	PARTNER	TEAM
	Caylent	 Las Vegas Raiders
	CDW	 Chicago Bears
	Innovative Solutions	 Buffalo Bills
	Insight Enterprises	 Arizona Cardinals
	Mission Cloud	 LA Rams
	NClouds	 Denver Broncos
	Onica by Rackspace	 LA Chargers
	Presidio	 New York Giants
	SHI	 New York Jets
	SoftwareOne	 Green Bay Packers
	Rackspace	 Dallas Cowboys
	RapidScale	 Carolina Panthers
	TD SYNEX	 Tampa Bay Buccaneers
	WWT	 Kansas City Chiefs

DELIVERY

DIVISION	PARTNER	TEAM
	Axcel Learning (Exit Certified/ Web Age Solutions)	 Washington Commanders
	LearnQuest	 Philadelphia Eagles
	NetCom Learning	 Baltimore Ravens
	ROI Training	 NE Patriots
	TLG Learning	 Seattle Seahawks
	New Horizons	 New Orleans Saints



Prep for kickoff

TACKLE YOUR SALES GOALS LIKE A PRO

Your playoff invitation

- Organizational commitment
- Appoint your coach
- Complete team intake

Head coach role & responsibilities

- Recruit players
- Lead pre-season training session
- Agree to distribute weekly email updates to participating sellers
- Be your team's motivator-in-chief





Representative prize categories

PERSONAL CHOICE IN AWARD CATEGORIES*

Team draft

Office gear
Toys and games



Weekly contest

Apparel
Branded merchandise
TNF Amazon Prime Membership



Championship

Team celebration experience
Autographed memorabilia
NFL tickets



A full-page background image of an NFL player in a red jersey and helmet, celebrating with his arms raised and a football in his right hand. The scene is filled with confetti and a blue-tinted overlay on the left side where the text is located.

Get ready to celebrate

NFL-themed prize packs, weekly awards and more!



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