

# Drive sales through Channel Training

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**“The beautiful thing about learning is that no one can take it away from you.”**

—B.B. King

Dropbox offers a comprehensive set of free training for Partners. These resources are available for Account and Sales Representatives, Solutions Architects, Professional Services Providers, Support Technicians, and Marketing Professionals.

Investing a little time will yield big results.

# Introducing our newest innovation. You.

It's more than just learning Dropbox. It's learning how Dropbox can create real change for real people.

## Benefits of Dropbox Channel Training

### Boost customer loyalty and improve customer experience

Loyal customers are worth about 10x as much as their first purchase, and news of bad customer service reaches more than twice as many years as praise for a good service experience.<sup>1</sup> Well-informed customers are happier, more loyal and far more likely to recommend a product or brand and spend more on your services.

### Increase revenue

Partners who have taken Dropbox's Channel Training report a 2x greater chance of ever transacting and then a 2x higher frequency of transacting. In short, trained resellers sell more and make more.

### Become better enabled

The more you're empowered, engaged and trained, the better you'll be at scouting, gaining and maintaining clients. By keeping your training current, you'll have the tools you need to identify and solve customer challenges.

### Explore new revenue streams

Dropbox offers multiple curricula that help open more doors for your business. Some resellers have seen increased opportunities for services projects, including deployment and implementation, and on-going technical support. Others have expanded their own training offerings, which further enhances their reputation.

<sup>1</sup>White House Office of Consumer Affairs

# You become what you do.

Dropbox offers several different training curricula, each aimed at a certain job function. One person can take all of the offerings, or they can be split between different members of your team.

## Training offerings

Curriculum	Description	Intended Audience
Admin	Manage your Dropbox team	Team administrators
End User	Basic training on how to use Dropbox Business	All Partners and End Users
Marketing	Engage and excite customers	Demand Generation team
Reseller	Successful position and resell Dropbox Business	Account Executives and Sales Representatives
Services	Comprehensive instructions for complex deployments	Professional Services
Support	Level 1 guidance to help customers get back to work	Customer Experience and Help Desk
Technical	Pre-sales technical training	Solutions Architects

# Frequently Asked Questions

## How do I access Dropbox Channel Training?

If you haven't already signed up as a Dropbox Reseller Partner, go to [dropboxpartners.com](https://dropboxpartners.com) and sign up. After you register, log in to the Dropbox Partner Portal and click the Training tab in the header.

## Can one person enroll in more than one curriculum?

Absolutely. We encourage you to take as many as possible. This not only helps you fulfill requirements for the Dropbox Reseller Program, but makes you a better Dropbox Partner.

## How long are the trainings?

The trainings vary in length from 20 minutes to about an hour and a half. All of the curricula consist of a set of several shorter videos, usually a few minutes in length. We've done this so you can start and stop the training based on your schedule. After you complete the training, you can also download the videos and use them as future reference material.

## Will I be able to print off a certificates showing that I completed a certain curriculum?

Absolutely. Once you complete a training curriculum, you'll have the ability to print out it's associated certificate. Many of our partners have framed these certificates and show them as a badge of pride in their offices.

## Can I make suggestions on current or future training offerings?

Your feedback is always welcome. You can always drop us a line at [partners@dropbox.com](mailto:partners@dropbox.com) with any comments, questions, or suggestions you may have. We also invite you to complete a short survey presented at the end of each training.

# Thank You

Thanks for being a valued Dropbox Partner. If you have any questions or feedback, please reach out to [partners@dropbox.com](mailto:partners@dropbox.com).