



# Cloud GTM workflow automation made easy

Once your AWS Marketplace presence and co-sell relationships are established, you need the right system integrations to maintain that hard-earned momentum and keep your teams in lock-step. **Tackle's Salesforce application** allows AWS Marketplace sellers to drive sales productivity, eliminate manual processes, build stronger Cloud Partner relationships, and meet revenue goals.

We know from first-hand experience that ISVs who are successful in Cloud GTM have product positioning that aligns with AWS, a well-established co-sell discipline, and transactable listings on AWS Marketplace. **That's why Tackle offers the only end-to-end Cloud GTM solution in a single platform, connecting Salesforce, ACE, and AWS Marketplace for a fully integrated co-selling experience.**

## WITH THE SALESFORCE APPLICATION, YOU CAN:

- ✓ Leverage buyer intent data to identify which of your opportunities are most likely to buy through AWS Marketplace with **TACKLE PROSPECT**
- ✓ Send and receive co-sell opportunities from AWS and monitor the status within Salesforce with **TACKLE CO-SELL**
- ✓ Create private offers from Salesforce opportunities to minimize manual data entry and increase seller adoption of AWS Marketplace with **TACKLE OFFERS**



## Support for the entire GTM system

**Sellers** can register outbound opportunities and accept inbound co-sell opportunities without leaving Salesforce.

**Ops teams** can count on seamless updates and flexible configuration options in Salesforce.

**All stakeholders** maintain visibility into status updates as deals progress, change, or close.

**Revenue teams** can customize the workflow to match their existing deal processes.

## Increase efficiency, revenue, and scalability

The Salesforce application supports the automation of Tackle's Cloud GTM workflows, so that sellers can leverage cloud buyer intent data, send and receive co-sell opportunities, and create private offers.



### TACKLE PROSPECT

- A simple, low-risk way to evaluate your pipeline, quantify Cloud GTM plans, and gain internal alignment with GTM leaders.
- This data-driven approach builds seller confidence by scoring their accounts for their likelihood to buy through AWS Marketplace.
- Tackle Prospect data is prominently displayed in Salesforce on the opportunity record.



### TACKLE CO SELL

- Send and receive co-sell opportunities from AWS without leaving Salesforce through a seamless integration with ACE, ensuring opportunities are up-to-date in both Tackle and Salesforce.
- Stay informed as deals progress, change status, or close through the Tackle dashboard or pre-built Salesforce reports.
- Reduce rejected submissions, save time, and ease communication between your internal teams and partners.



### TACKLE OFFERS

- Extend contracts and create private offers from an existing opportunity in Salesforce and track the deal from creation to close.
- Send purchase instructions to the customer and keep stakeholders in the loop with automated notifications.
- Receive a purchase order immediately upon offer acceptance.



**Tackle has helped bring our co-sell and AWS Marketplace motions together and streamline that into Salesforce. We've eliminated many manual processes, have direct integrations with the AWS Partner Network (APN) Customer Engagement (ACE) Program, and have customized it to our direct selling motion. Now our revenue, operations, and alliance teams can operate faster to accelerate and close deals.**



**Francois Grenier**

Head of Partnerships at Thoropass

Company Name	Value	CRM ID	Cloud ID	Last Modified	Closing	Status
Paoche Inc	\$620.00	a2k8B000000...		Sep 29, 2022	Jul 3, 2023	Pending Review
Jones LLC	\$2,000.00	a2k8B000000...	mock-200	Sep 29, 2022	Jul 3, 2023	Rejected
Kulas, Parker and Rutherford	\$620.00	a2k8B000000...		Sep 29, 2022	Jul 3, 2023	Accepted
Osmaki Inc	\$620.00	a2k8B000000...		Sep 29, 2022	Jul 3, 2023	Closed Won
Hayes, Bahringer and Botsford	\$980.00	a2k8B000000...		Sep 29, 2022	Jul 3, 2023	Accepted
Reichel, Jacobson and Heathcote	\$980.00	a2k8B000000...		Sep 29, 2022	Jul 3, 2023	Validation Error
O'Hara, McClure and Lindgren	\$980.00	a2k8B000000...		Sep 29, 2022	Jul 3, 2023	Accepted
Kuhic Inc	\$620.00	a2k8B000000...		Sep 29, 2022	Jul 3, 2023	Submitting
Rampel and Sons	\$620.00	a2k8B000000...		Sep 29, 2022	Jul 3, 2023	Pending Review
Schmeier Group	\$980.00	00070000		Sep 29, 2022	Jul 3, 2023	Closed Lost
Thompson Group	\$2,000.00	00014000		Sep 29, 2022	Jul 3, 2023	Closed Won
Christiansen - Beatty	\$2,000.00	03760000		Sep 29, 2022	Jul 3, 2023	Accepted