



Partner**SURGE**

KYRIBA FACT SHEET

PartnerSURGE Sales & Pre-Sales Certification

Welcome to Kyriba! Thank you for joining PartnerSURGE, Kyriba's global partner program. You have partnered with the world's #1 cloud platform for cash and risk management, payments and working capital strategies.

More corporate finance and accounting professionals rely on Kyriba for these mission-critical capabilities than any other solution. Our goal is to help you experience the same success.

The first step in that process is Kyriba's Partner Sales Enablement program. As part of the program, we offer sales certifications and in-depth training to help your sales, pre-sales, inside sales and marketing professionals quickly build pipeline, close their first deals and sustain long-term success.

Kyriba's Partner Sales Enablement program helps sales professionals understand:

- 1 The unique needs and challenges of cash and risk management professionals,
- 2 The business value offered by Kyriba's market-leading solution and
- 3 How to present Kyriba's value proposition to separate Kyriba from the competition and win new business.

Kyriba's training offers four role-based sales certifications.

FOUR ROLE-BASED SALES CERTIFICATIONS

Introductory Sales

For sales and marketing professionals who need to understand core challenges and opportunities at a basic level.

Advanced Sales

For sales professionals who need to manage the entire sales cycle, including prospecting, maturing deals and winning new business.

Pre-Sales Level 1

For pre-sales professionals who need to demonstrate the value and associated functionality of the Kyriba solution.

Pre-Sales Level 2

For pre-sales professionals who need to demonstrate the value and associated functionality of the Kyriba solution.



Introductory Sales On-boarding and Certification

This certification is designed for sales and marketing professionals who need to understand core challenges and opportunities at a basic level.

Certification Content:

1.5-hour orientation (live or via On-Demand):

- Business pains and needs of the liquidity and risk management industry
- Kyriba's overall value proposition

1-hour demonstration of Kyriba Enterprise (live or via On-Demand)

Prerequisite: None

Following the introductory certification, your sales professionals will be able to identify prospects with the requisite business needs, provide a brief "elevator pitch" of Kyriba's value, and successfully introduce a solution specialist to continue the sales process.

As part of this certification process, sales professionals will receive access to Kyriba's Sales Academy Library, which includes access to introductory sales and marketing content (i.e., product fact sheets, e-books, white papers, etc.), as well as access to Kyriba's on-line training platform, which provides sales professionals the ability to advance or refresh their knowledge of Kyriba and the industry in general.



Advanced Sales On-boarding and Certification

This certification is designed for sales professionals who need to manage the entire sales cycle, including prospecting, maturing deals and winning new business.

Certification Content:

2.5 day on-site training, including:

- An introduction to the cash and risk management industry
- A review of each Kyriba product module, with a focus on how Kyriba meets modern day challenges in these areas
- In-depth training on how to create new sales opportunities and demonstrate Kyriba's unique business values to win deals
- The opportunity to create and practice a scenario-specific sales presentation on the value Kyriba offers
- An introduction on finding the right sales content for the right situation at the right time
- A review of the end-to-end sales process and corresponding tools

Prerequisite: On-Demand Preparatory Courses

Following the Advanced Sales Certification and mentoring by Kyriba's channel sales managers, your sales professionals will be able to help a prospect progress all the way to contract signature.

As part of the advanced sales certification, sales professionals will receive access to Kyriba's entire Sales Academy Library, as well as access to Kyriba Sales Academy On-Demand, Kyriba's online training platform, which provides sales professionals with the ability to advance or refresh their knowledge of Kyriba and the liquidity and risk industry.



Pre-Sales Level 1 On-boarding and Certification

This certification is designed for pre-sales professionals who need to demonstrate the value and associated functionality of the Kyriba solution.

Certification Content:

1.5 days on-site training, including:

- An introduction to demonstration best practices
- Predefined demo script for all Kyriba product modules
- Initial practice opportunities

Prerequisite: Advanced Sales Certification

Following the Level 1 Certification and mentoring by Kyriba's partner pre-sales team, your pre-sales professionals will be able to demonstrate the value of Kyriba's core product modules for cash management and forecasting, payments, debt and investments, cash accounting and more.

As part of the certification level, pre-sales professionals will receive access to Kyriba's entire Sales Academy Library, including access to Kyriba's on-line training platform. Additionally, they will receive access to the Kyriba demonstration database and product modules.



Pre-Sales Level 2 On-boarding and Certification

This certification is designed for pre-sales professionals who need to demonstrate the value and functionality of the Kyriba solution.

Certification Content:

On-demand training for advanced modules, including:

- Predefined demo script for all product modules
- Demo examples
- Initial practice opportunities for each module
- Modules can be "packaged" to meet the region-specific training needs

Prerequisite: Pre-Sales Level 1

Following the Level 2 Certification and mentoring by Kyriba's partner pre-sales team, your pre-sales professionals will be able to demonstrate the value of all Kyriba product modules

As your pre-sales professionals certify on each Kyriba module, they will receive extended access to the Kyriba demonstration database based on the modules for which they are certified.

About Kyriba

Kyriba is the global leader in cloud financial management solutions that enable forward-thinking treasury and finance teams to optimize cash and risk management, payments and working capital strategies. Kyriba delivers a highly secure 100% SaaS platform, superior bank connectivity and a seamlessly integrated solution set for tackling many of today's most complex financial challenges. With Kyriba, global organizations can streamline key processes, enhance fraud protection and compliance, and drive more growth opportunities through improved decision support and forecasting. Kyriba is the trusted partner for more than 1,600 leading businesses, including many of the world's largest brands. Kyriba is headquartered in New York, with offices in San Diego, Paris, London, Tokyo, Dubai and other locations. For more information, visit www.kyriba.com.