

Zendesk Partner Program

Innovate with ease. Collaborate with confidence.
Grow from day one.



Zendesk provides all the tools, skills and support you need to help your clients deliver better customer experiences. Our award-winning technology empowers you to develop custom solutions and deliver differentiated services that unlock new revenue streams. Designed with you in mind, the Zendesk Partner Program enables you to build an industry-leading customer experience practice, and rewards you based on competencies and results.

Choose the paths that fit you best

The Zendesk Partner Program offers flexibility to support you across multiple business strategies. Whether you're looking to earn revenue through referral, resale, implementation or customization of Zendesk products and services, we offer pathways to help you grow. Select one, or more.



Solution providers

Engage prospects and clients with innovative, market-proven customer experience solutions that are in high demand—and reap the rewards of successful go-to-market and resale activity.



Business process outsourcers

Leverage Zendesk's leading customer experience offerings to ensure your services are delivering business value while optimizing your cost of delivery.



Implementation partners and developers

Implement, operationalize and customize the Zendesk platform through APIs, apps, and mobile SDKs to generate profitable client engagements with great business outcomes.



Referral partners

Earn referral fees for recommending Zendesk solutions. Refer your clients and prospects to Zendesk and we'll do the rest.

Capitalize on your capabilities and commitment

As your business grows with Zendesk, so does your opportunity to build skills, access financial incentives and advance through our partner program. We're here to support your sales engagements, marketing initiatives and arm you with expert tools and training to help you succeed.

Qualified Zendesk partner

Ideal for new partners that are exploring a business strategy with Zendesk or partners that have client opportunities to capitalize on through a Zendesk partner relationship.

Advanced Zendesk Partner

For the partner that sees a growing business with Zendesk, is interested in developing a CX practice and is actively seeking growth through new opportunities and engagements.

Premier Zendesk Partner

At the deepest level of partnership, engage closely with Zendesk to drive significant business results based on mastery of Zendesk products and services, demonstrated sales success and technical experience.

QUALIFIED PARTNER
ADVANCED PARTNER
PREMIER PARTNER
Benefits

Referral Fee	Base %	Higher %	Higher %
Resale or BPO Discounts		New, Expansion & Renewal	New, Expansion & Renewal
Rebates Incentives			•
Access to Zendesk Partner Portal	•	•	•
Use of Zendesk Marks/Logos	Qualified Logo and Marks	Advanced Logo and Marks	Premier Logo and Marks
Access to Online Enablement Program	•	•	•
Access to Regional Trainings	Space Available	Priority	Top Priority
Go-to-Market Resources	•	•	•
Technical Support		Standard	Enhanced
Sponsored Demo Accounts		5 Seats	10 Seats
Lead Distribution			•
Market Funds		Eligible	Budgeted
Zendesk Partner Directory		Listed	Featured
Access to Partner Management Team	•	•	•
Named Partner Manager		Available	Dedicated
Sponsorship Opportunities		Available	Priority

Requirements

Apply online	•	•	•
Sign agreement	•	•	•
Actively promote Zendesk	•	•	•
Joint business planning		•	•
Manage end customer billing		•	•
ARR bookings or Pro Service Hours		•	•
Minimum Number of Deals or Engagements		•	•
Partner sales and product training	•	•	•
Sales and Technical Qualifications		•	•
Sales and Technical Certifications			•
Named partner manager		•	•

Comprehensive Certification and Qualification Program

Zendesk provides a modern approach to enablement allowing partners to gain a comprehensive understanding of CX market dynamics and trends, solution-based selling skills, technical expertise and best practices for customer success. Our online role based guided learning paths, as well as regular regional trainings, with awarded Qualifications and Certifications support rapid skill development and a practice-based go-to-market strategy.

We're looking for partners who share our vision, culture, and passion for customer service.

Apply online at www.zendesk.com/partners

