



# Fleetworthy Partner Program Guide

Unlock New Opportunities and  
Drive Your Business Forward

# Contents

- 03** Welcome to the Fleetworthy Partner Program
- 04** Why Partner with Fleetworthy?
- 05** Partner Program Overview
- 06** Points Weighting by Category || Program Tiers and Points System
- 07** Partner Requirements
- 08** Activities that earn Points
- 09** Partner Benefits by Tier || Points Expiration Policy
- 10** Multi-Role Flexibility
- 11** How to join the Fleetworthy Partner Program



## Welcome to the Fleetworthy Partner Program

At Fleetworthy, we value strong partnerships that drive mutual success.

Our new Fleetworthy Partner Program offers a clear path for partners to earn rewards, grow their business, and deepen their relationship with Fleetworthy.

This flexible, points-based program rewards partners for meaningful activities – from training and lead generation to customer success.

Whether you're a Referral Partner, Reseller, Distributor, or Technology Marketplace Partner, this program offers the support, benefits, and rewards tailored to your role.



**grow your business**



**deepen our relationship**



**support and benefits**





## Why Partner with Fleetworthy?

The Fleetworthy Partner Program is built to support your success, whether you're generating leads, closing deals directly, or enhancing your offerings through technology integrations.

This section highlights key reasons to join and stay engaged with Fleetworthy.

### Flexible Partnering Options

Refer leads, resell solutions, or integrate with Fleetworthy technology platforms

### Points-Based Rewards

Earn points for valuable activities, unlocking benefits and tier advancements

### Multi-Tier Growth Model

Advance through Select, Elite, and Premier tiers to access increasingly valuable benefits

### Co-Selling and Marketing

Gain access to sales enablement tools, marketing resources, and co-selling programs

### Revenue Potential

Benefit from competitive commissions, discounts, and performance incentives





## Partner Program Overview

The Fleetworthy Partner Program offers multiple paths for mutually beneficial engagement.

Regardless of whether you refer leads, sell directly, or integrate complementary solutions. Below you can find a summary of available partnership types and the associated revenue opportunities. Partners may fall into multiple categories.

	<b>Referral Partner</b>	<b>Reseller Partner</b>	<b>Distribution Partner</b>	<b>Marketplace Partner</b>	<b>Solution Providers</b>
<b>Description</b>	Refer qualified leads to Fleetworthy and earn commissions	Sell directly, manage customer billing, and provide support	Provides an integrated experience for shared customers	Available Marketplace where Fleetworthy Solutions are distributed	Build and sell complementary solutions, integrated with Fleetworthy
<b>Earnings Model</b>	Percent of revenue on first year ARR	Discounted rates and performance bonuses	Percent of revenue payments to distribute Fleetworthy software	Points-based rewards and joint support	Points-based rewards and joint support

## Points Weighting by Category

Fleetworthy measures partner engagement across three categories. This ensures you earn points for training, business development, and customer success, fostering well-rounded partnerships.

15%

25%

60%

Partner Development

Pre-Sales

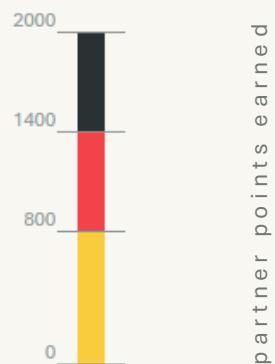
Partner Success



## Program Tiers and Points System

As you engage with Fleetworthy, you will earn points for your activities, unlocking higher tiers with more significant benefits.

Here are the three tiers you can attain and their associated points ranges:



### Elite

1,401 – 2,000

Top-tier rewards for

high-performing partners

### Premier

801 – 1,400

Expanded benefits for

actively engaged partners

### Select

0 – 800

Entry level

(foundational benefits)



## Partner Requirements

Partners must meet specific baseline requirements to join the program and maintain their status. Requirements vary slightly by partner type, as shown in the table below.



Requirements	Authorized Referrer	Authorized Reseller	Distribution / Marketplace Partner
Online Application	✓	✓	✓
Partner Agreement Signed	✓	✓	✓
Sales & Marketing Training	Recommended	Required	Required
Lead Registration Process	✓	✓	✓
Customer Billing & Support	✗	✓	✗
Product & Solution Training	Optional	✓	✓



## Activities That Earn Points

Partners earn points by participating in specific activities across three categories: Partner Development, Pre-Sales, and Partner Success. The tables below provides examples of how you accumulate points.

<b>Partner Success</b> (60% of Points)	<b>Activity</b>	<b>Points (Example)</b>	<b>Frequency Cap</b>
	Revenue Retention	Up to 200	None
	Revenue Production	Up to 1000	None
<b>Pre-Sales</b> (25% of Points)	<b>Activity</b>	<b>Points (Example)</b>	<b>Frequency Cap</b>
	FW Training	20	Max 3 annually
	Deal Registration	15	2 per quarter
	Funnel Maintenance	10	Monthly
<b>Partner Development</b> (15% of Points)	<b>Activity</b>	<b>Points (Example)</b>	<b>Frequency Cap</b>
	Partner Onboarding	30	Max 5 per partner
	Partner-led marketing	20	2 per year
	Promoting FW content	20	2 per year

## Partner Benefits by Tier

All partners receive core benefits, with additional perks unlocked as they climb tiers.

Benefit	Select	Premier	Elite
<b>Marketing</b>	Access to digital content / co-branding	Featured in FW Content Lead sharing	Strategic Event Sponsorship Dedicated marketing manager
<b>Sales Enablement</b>	Partner portal / sales tools Deal Reg Protection	Sales Acceleration Initiatives	Exclusive sales incentives Co-selling support
<b>Technical Training</b>	Self-paced product training	Fleet Safety Workshops Demo support	Access to Beta Products
<b>Relationship</b>	Partner newsletter Updates	Joint business planning	Strategic executive sponsorship



## Points Expiration Policy

- Points expire 12 months after the last qualifying activity
- Points that are not used to unlock benefits expire at the end of the calendar year (Dec 31)
- Partners must maintain required points over a rolling 12-month period to retain their tier





## How to join the Fleetworthy Partner Program

Becoming a Fleetworthy Partner is quick and easy:

### 1. Apply Online

Submit your application at: [www.fleetworthy.com/partner](http://www.fleetworthy.com/partner)

### 2. Gain Approval

Fleetworthy will review and approve qualified applicants.

### 3. Sign the Agreement

Complete the official partner agreement.

### 4. Onboarding & Training

Get access to partner tools, training, and sales enablement resources.

### 5. Start Earning

Register deals, close sales, and accumulate points!

## Ready to Partner with Fleetworthy?

Take the first step towards growth, rewards, and success today!

Visit [www.fleetworthy.com/partner](http://www.fleetworthy.com/partner)





# Fleetworthy