

Sales Partner Program



Join the ServiceNow partner ecosystem and together we will revolutionize the way people work. When you partner with ServiceNow, you align forces with the fastest growing cloud company providing service management for every department in the enterprise—all delivered through the Enterprise Cloud.

Now is the perfect time to market and resell ServiceNow products and services. ServiceNow is the fastest-growing enterprise cloud software company in the world above \$1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. Our cloud-based platform and solutions deliver digital workflows that create great experiences and unlock productivity for more than 6,200 enterprise customers worldwide, including approximately 80% of the Fortune 500. Join the Revolution!

Join and gain access to valuable resources to help you resell ServiceNow Solutions

The ServiceNow® Now Learning Platform offers hundreds of on-demand courses to our partner ecosystem, giving users access to our full range of training content, certifications and badges, and hands-on practices.

Access useful and relevant sales enablement content in the Partner Success Center, allowing your team to more effectively engage with customers and prospects.

Register more opportunities via deal registration, achieve revenue goals, and enjoy the rewards of a successful partnership with ServiceNow

Knowledgeable Team – Key to Success

There is no substitute for a well-trained and highly motivated sales force. ServiceNow offers a number of sales and pre-sales training courses to build competence, drive sales, and provide support to our mutual customers. These courses are organized in learning paths that make it easy for your staff to achieve the required Sales and Pre-Sales Accreditations.

Sales partners also gain access to preconfigured showcase demo content available in the Demo Hub to train pre-sales staff across all product lines. This ensures alignment with our sales teams and consistent messaging to our customers.

Apply for the Sales Partner Program

Register to create a ServiceNow account and apply for the ServiceNow Sales Partner Program at <https://www.servicenow.com/partners/become-a-partner.html>.

Questions?

Contact us with questions or to request additional information at partnerprograms@servicenow.com.

Program Highlights

- Monetize leads and sales efforts
- Multi-Segment Partner Program
- Comprehensive assessment criteria to help Participants identify activities, accomplishments, and commitments that demonstrate their ServiceNow investment.
- Access to restricted content on the ServiceNow Partner Portal
- ServiceNow Demo Instances and Partner DemoHub access
- Access to training and enablement on the ServiceNow Now Learning platform
- Deal Registration and eligibility for registered discounts and referral fees
- Listing of company logo, profile, and expertise on the Find A Partner profile page (segmented partners only)
- Eligibility to Apply to Sponsor ServiceNow Events
- Access to marketing tools and resources
- Partner Program Badge to promote program membership (Specialist and above)

