Visa Direct Preferred Partner Deployment Plan

Visa Direct
Preferred Partner Program

A systematic and repeatable approach to commercialization and readiness for partners

Pre-work

Deploy the Preferred Partner Program deployment schedule

Optional

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Solution validation → Go-to-market planning → Analytics + targeting → Product training → Solution support → Demand generation

High level activities and deliverables of each Preferred Partner deployment stage

Solution validation

- Technical review of Visa Direct implementation
- Solution readiness check (front-end and back-end)
- End-to-end testing validation
- Reporting & Settlement processes
- Visa Direct Preferred Partner Program requirements

Go-to-market planning

- Funds disbursement opportunities
- Market sizing insights and research
- Review use cases and value props
- Business case and pricing strategies
- Co-develop a sales plan and fiscal year goals
- Identify priority use cases and roadmap
- Partner referrals and partnership support

Analytics + targeting

- Using Visa data to analyze market opportunities
- Detailed segmentation analysis of existing client base
- Identify prospects and top prospects
- Align on trackable milestones on targets and pipeline

Product training

- Visa-led product training for partner sales and client facing teams
- Training plan can be customized to partner-specific needs and goals
- Face-to-face trainings available
- Webinars + webcasts available
- Access to the Preferred Partner Portal for best-in-class sales materials and training content

Solution support

- Support partner sales enablement, pipeline, leads, referrals, and tracking
- Solution optimization support with Visa SME (product consultants + technical experts) to help commercialize pilot programs
- Support tools – risk management, exception handling, UX/UI best practices

Demand generation

- Preferred Partner brand messaging guide
- Access to Visa co-marketing
- Lead gen campaigns
- Case studies and success stories
- Partnering on blog posts
- Opportunities to co-host webinars
- Co-presentations at industry events + conferences