

Visa Direct Preferred Partner Deployment Plan

A systematic and repeatable approach to commercialization and readiness for partners



High level activities and deliverables of each Preferred Partner deployment stage

- 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
- 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
- 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
- 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
- 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
- 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