

# Program Benefits + Requirements



## Preferred Partner Benefits

### 1. **Business enablement:**

Access to competitive insights and best practices to help identify new use cases and payment flows and to create successful commercialization plans.<sup>1</sup>

### 2. **Sales and marketing enablement:**

Partners have opportunities to participate in co-branded marketing, joint customer-facing webinars, case studies, event sponsorships, and more.<sup>1</sup>

### 3. **Visa Direct Product Training:**

Visa-led training so customer facing teams can strengthen their product knowledge to help drive more sales and better support your customers.<sup>1</sup>

### 4. **Sales and marketing best practices:**

Access to best practice Visa Direct sales collateral, insights and marketing materials.<sup>2</sup>

### 5. **Preferred partner designation:**

Visa Direct Preferred Partner designation for inclusion on your website and throughout your push-to-card solution sales materials and collateral.<sup>2</sup>

### 6. **Featured listing:**

Priority placement on the Visa Direct Solution Provider Directory section of the Visa website making it easier for merchants to discover your services.<sup>4</sup>

### 7. **Partner Support:**

Access to technical and solution experts to help guide you through your journey as you grow your business.<sup>3</sup>



## Preferred Partner Requirements

**Pre-requisites:** (a) on-boarded and technically integrated with Visa Direct solution, (b) Visa Direct incentive agreement signed with priority routing agreement in place.

### 1. **Develop annual sales and commercialization plan<sup>1</sup>:**

Help you achieve your business objectives by working with Visa on annual go-to-market and sales planning, and identifying new use cases and solutions to build a successful business.<sup>3</sup>

### 2. **Complete Visa Direct training program<sup>1</sup>:**

Participate in Visa Direct product training, led by Visa Direct product and technical experts.<sup>3</sup>

### 3. **Solution design optimization<sup>1</sup>:**

Incorporate Visa's UX design and customer messaging best practices<sup>2</sup>, optimize risk and authentication, and incorporate Visa's branding guidelines to create a winning solution.<sup>6</sup>

### 4. **Visa branding and co-marketing:**

Showcase your Visa Direct Preferred Partner designation across your business's marketing channels and sales materials.<sup>6</sup>

### 5. **Annual renewal:**

Includes annual training for customer facing teams and re-commitment to updated go-to-market plans and annual reseller goals.<sup>3</sup>

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Note: The Visa Direct Preferred Partner Program does not create a binding obligation between you and Visa (or any third party), and may be terminated by Visa in its sole discretion. Participation in the Visa Direct Preferred Partner Program shall be subject to the Visa Core Rules and Product and Service Rules, a current version of which is available at [Visa.com](https://visa.com) (the "Core Rules") and standards, guides, manuals, interpretations and other documents with the force of the Core Rules, and those of its affiliates, in each case as may be amended from time to time.