



GOLDILOCK SECURE PARTNER PROGRAM FEATURE LIST

Empowering partners. Securing the future.

goldilock.com



Feature	Authorised reseller	Expert reseller
Requirements	Sign the Goldilock Reseller Agreement - Join us by signing the agreement and becoming a part of our trusted network. Complete basic Goldilock sales and product training - Participate in our online or virtual sessions to get up to speed with our offerings. Engage with an approved Goldilock distributor - Work closely with our distributors for pricing, support, and logistics to ensure smooth operations.	All Authorised Reseller requirements, plus: Complete advanced Goldilock Security technical and sales training - Enhance your expertise with our advanced training programmes. (Expert accreditation requires 1 x Sales and 1 x Technical certification). Dedicate sales and technical resources - Focus your team's efforts on Goldilock solutions to drive success. Meet minimum sales performance targets - Collaborate with us to set and achieve sales targets, which will vary by region/country. Develop a joint business plan with Goldilock - Work together with us to create a strategic plan that aligns with our mutual goals.
Pricing and discounts	Standard Reseller Discount - Benefit from a standard reseller discount off distributor pricing.	Enhanced Reseller Discount - Enjoy an enhanced reseller discount off distributor pricing. Performance-Based Rebates - Unlock potential additional performance-based rebates through negotiations with both the distributor and Goldilock.
Sales and marketing	Partner Portal Access - Gain access to Goldilock Security's online partner portal, which includes advanced sales tools, presentations, and customizable marketing templates. Deal Registration Programme - Become eligible for the Goldilock Deal Registration Programme, which offers incremental deal registration discounts when applicable.	All Authorised Reseller benefits, plus: Marketing Development Funds (MDF) - Access MDF as part of a jointly authorised business plan. DR Marketing Development Funds (MDF) - Qualify for Goldilock Deal Registration Marketing Development Funds when applicable. Attractive, performance-based back-end rebates – Based upon collaborative goal setting, with tiered structures, and transparent payouts. Prominent Listing - Get prominently listed on Goldilock Security's "Find a Partner" directory. Joint Marketing Activities - Collaborate with Goldilock and distributors on joint marketing activities and campaigns. Joint Case Studies and PR - Explore opportunities for joint case study development and public relations initiatives Priority Lead Access - Receive priority access to leads generated by Goldilock. Back-End Rebates - Access agreed back-end rebates as part of a jointly authorized business plan. Executive Engagement - Enjoy opportunities for executive engagement with Goldilock.
Technical support	Access to Support Channels - Connect with Goldilock Security's technical support channels for assistance. Partner expected to provide first-line support Exclusive Webinars and Training - Receive invitations to exclusive technical webinars and training sessions.	All Authorised Reseller benefits, plus: Additional Training Sessions - Gain exclusive access to additional technical support training sessions, tailored to enhance your team's expertise. Partner expected to provide first-line end second-line support. On site spares - Access to demo equipment and Not For Resale (NFR) programmes.

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Training and enablement	On-Demand Training - Access on-demand basic product training modules.	All Authorised Reseller benefits, plus: Advanced Training Programmes - Participate in comprehensive online and in-person advanced technical and sales training programmes. Joint Workshops - Collaborate with Goldilock specialists in joint sales and technical workshops Invitation to the Goldilock Partner Advisory Board - Expert Reseller are exclusively invited the Goldilock Partner Advisory Board – an elite forum designed for strategic collaboration and mutual growth.
Services and support	Pre-Sales Support - Demonstrate the ability to provide basic pre-sales technical support and answer initial customer inquiries regarding Goldilock Security solutions Post-Sales Assistance - Provide basic post-sales assistance, including facilitating communication with the distributor or Goldilock Security for technical support escalations and guiding customers to available resources. Warranty Registration - Ensure all customer purchases of Goldilock FireBreak solutions are properly registered with Goldilock (through distribution) within 30 days of installation, to activate standard warranties. Escalation Process - Follow the Goldilock-defined escalation process for all warranty claims, hardware issues, and RMA (Return Merchandise Authorisation) procedures, working through distribution.	Enhanced Pre-Sales Support - Possess the expertise to deliver in-depth pre-sales technical consultations, solution design assistance, and effectively address complex customer requirements Direct Post-Sales Support Capabilities - Demonstrate the capability to provide first-line technical support for Goldilock Security solutions, including troubleshooting common issues and offering configuration guidance. Dedicated Support Resources - Maintain dedicated technical resources who have completed the Expert level certification and are readily available to support customer deployments and inquiries. Value-Added Services - Expert Resellers are encouraged to develop and offer value-added services around Goldilock Security solutions, such as installation, configuration, and ongoing maintenance packages, to further enhance customer value and build recurring revenue streams. Warranty Registration – Ensure all customer purchases of Goldilock FireBreak solutions are properly registered with Goldilock (through distribution) within 30 days of installation, to activate standard warranties. Escalation Process - Expert Partners possess a strong understanding of Goldilock Security solutions They serve as the initial point of contact offering first-line support. For warranty claims, hardware problems, and RMAs, the official Goldilock escalation process must be followed, with all requests coordinated via the designated distributor.
Recognition and rewards	Authorised Partner Recognition - Be recognised as an “Authorised Goldilock Security Partner.”	Expert Partner Recognition- Achieve recognition as a “Goldilock Security Expert Partner” with dedicated branding. Exclusive Events - Receive invitations to exclusive partner events and conferences.

Disconnect to protect, on demand.
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