

# CHANNEL PARTNER GETTING STARTED RESOURCES



For Channel Partner Sales, Business Development, & Operations Managers

The AWS Marketplace channel simplifies how ISVs & channel partners work together to sell software. Both ISV and channel partners can leverage AWS Marketplace Channel Programs to expand reach, accelerate deal closure, optimize cost, and extend value to AWS Customers. The following guide is for Channel Partners aiming to expand adoption of AWS Marketplace Channel programs within their organization.

## Introduction to Channel Programs

### Learning Resource

### Link

AWS Marketplace Channel Website

[Webpage](#)

AWS Marketplace Channel Programs Overview

[PDF](#)

Channel Partner Private Offers (CPPO)

[Webpage](#)

AWS Marketplace CPPO Program (login required)

[Webinar](#)

Seller Guide

[Webpage](#)

Professional Services

[Webpage](#)

## AWS Marketplace Channel Courses

### Learning Resource

### Link

Introduction to Channel Programs

[Online Course](#)

Channel Programs for Channel Partner Sales

[Online Course](#)

Channel Programs for Channel Partner Operations

[Online Course](#)

Channel Programs for Channel Partner Marketing and Alliances

[Online Course](#)

## Operational Channel Training Resources

### Learning Resource

### Link

Operations Quick Reference Card

[PDF](#)

Channel Partners Private Offer Overview

[Webinar](#)

How to Create a Private Offer

[Webinar](#)

Channel Partner – Private Offer Creation

[PDF](#)

Channel Partner – Private Offer Creation with ISV Authorization

[PDF](#)

Creating Private Offers for SaaS Contract Products

[Webinar](#)

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## Operational Channel Training Resources (cont.)

### Learning Resource

### Link

Creating Private Offers for SaaS Contract Products

[Webinar](#)

Creating Private Offers for SaaS Pay-as-you-go (PAYG) Products

[Webinar](#)

Creating Private Offers for AMI Annual Products

[Webinar](#)

Creating Private Offers for AMI Hourly Products

[Webinar](#)

Upgrading SaaS Contract Private Offers

[Webinar](#)

Upgrading AMI Annual Private Offers

[Webinar](#)

Upgrading Hourly Subscriptions

[Webinar](#)

Manage Professional Services Products in AWS Marketplace

[Demo](#)

## Professional Services Resources

### Learning Resource

### Link

Professional Services Quick Reference

[PDF](#)

Professional Services – Self Service Listing Guide

[PDF](#)

## Go To Market Resources

### Learning Resource

### Link

Channel Partner Activation Toolkit

[PDF](#)

Sales Quick Reference Card

[PDF](#)

CPPO Customizable One-Pager

[Editable Doc](#)

CPPO Customizable One-Pager Instructions

[PDF](#)

Product and Event Promotion Guide

[PDF](#)