# Partner Locator How To Guide

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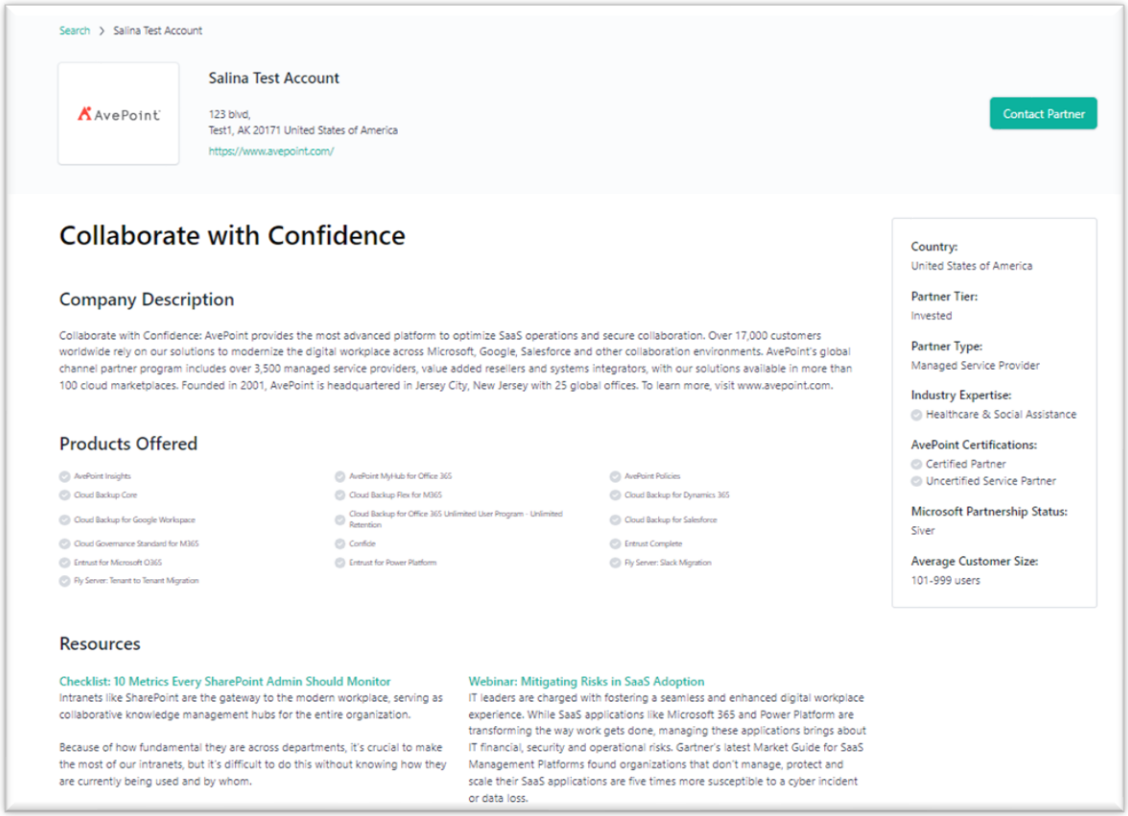
## What is Partner Locator

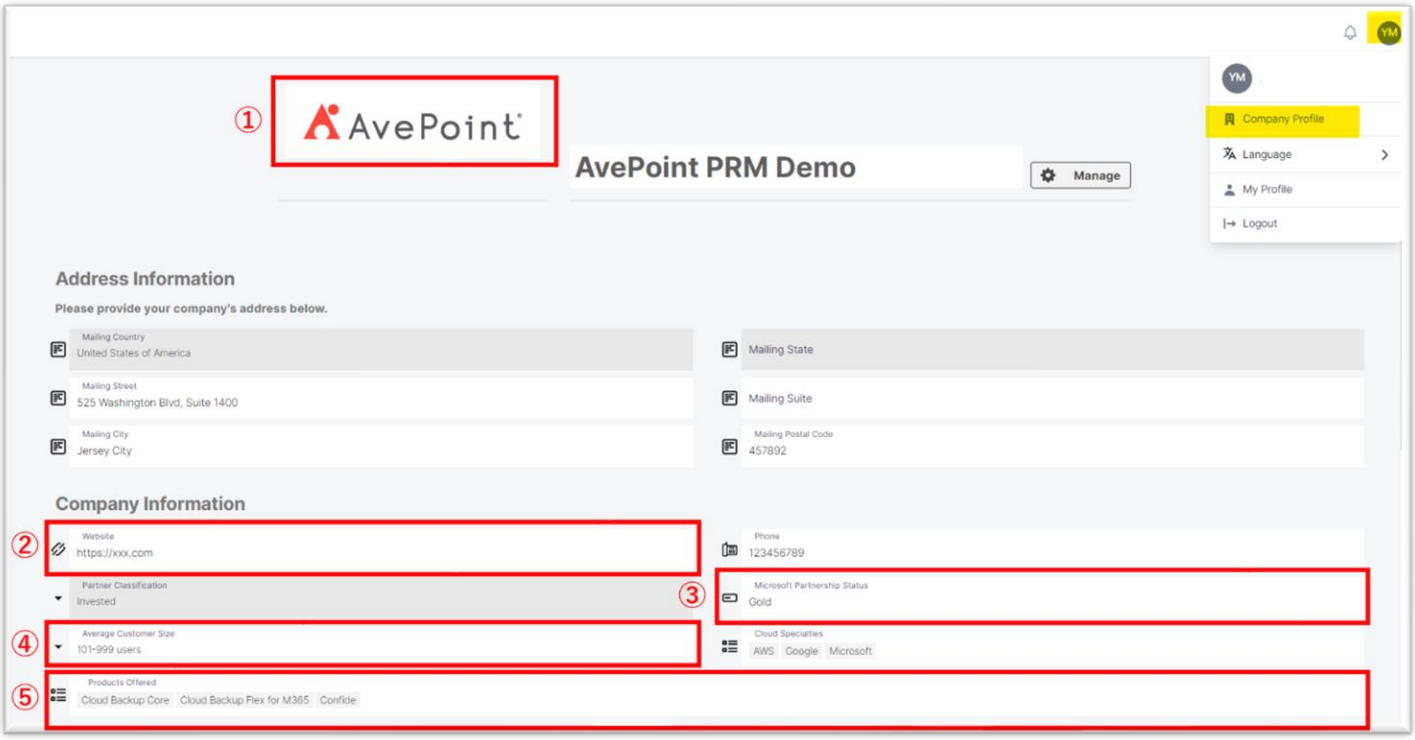
AvePoint is introducing a Partner Locator that will let end users find AvePoint partners categorized by a variety of parameters to assist them in deciding which specialists to get assistance from.

Link: [https://www.avepoint.com/partners/locator](https://www.avepoint.com/partners/locator)

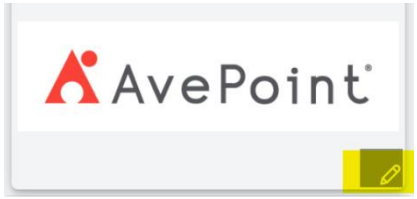


## How to Submit the Listing Information

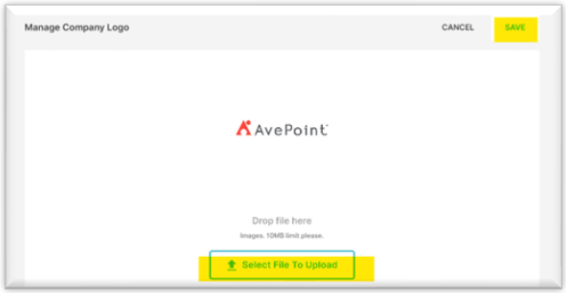
1. Log in to the AvePoint Partner Portal.
2. Click on your icon YM , then click "Company Profile".
3. Start filling in the company information as numbered in the screenshot below.
   ***Please note that these fields 1 – 5 will auto save changes as you update.



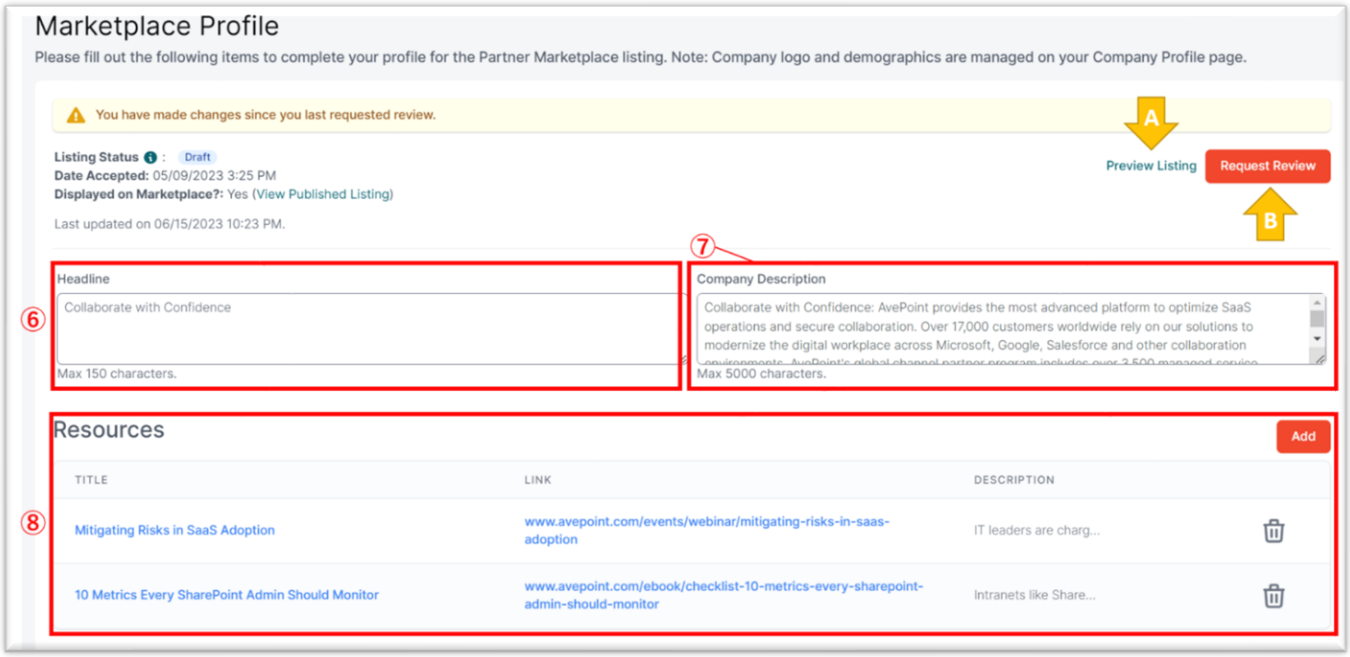

1) Logo




   a. Click on the pencil icon.
   b. Upload the company logo. File type can be jpeg or png (Maximize file size: 10MB ).
   c. Click "SAVE".

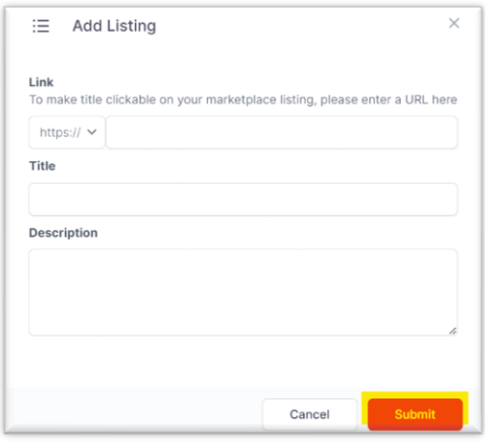


2) Website
    a. Insert a URL to the corporate website or call to action website.
3) Microsoft Partnership Status
    a. Type all the qualified Microsoft Partnership Status.
4) Average Customer (End User) Size
    a. Select from the options.
5) Products Offered
    a. Select all the AvePoint products you can offer to customers.

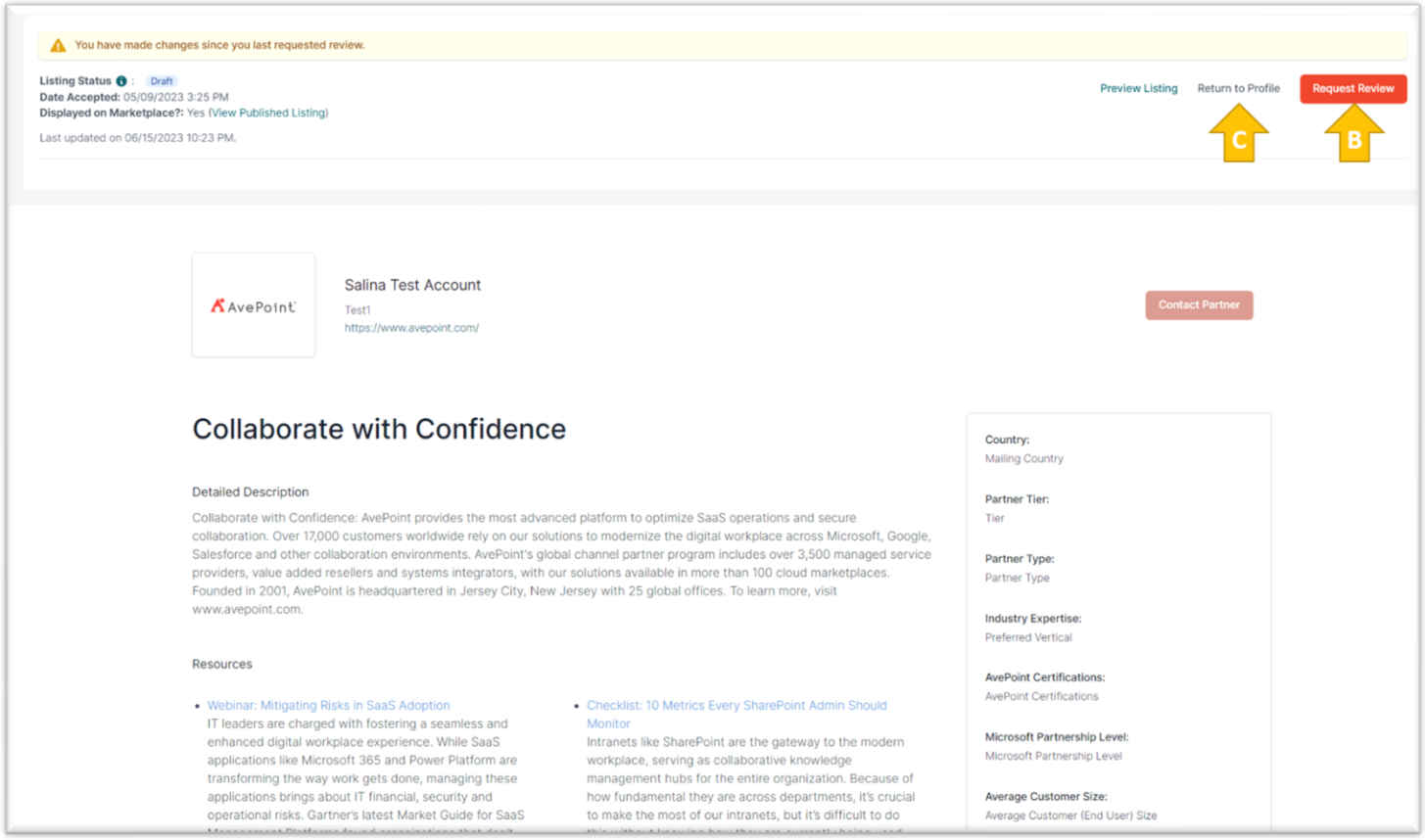



*Please scroll down to view the "Marketplace Profile" section.

6) Headline
    a. Type the company's headline message
    (This field will be shown in a bigger font as a headline message. Please refer to the P0above.)
7) Company Description
    a. Type the company description. Max 5000 characters.
8) Resources
    a. Add resources such as case studies, co-hosted webinars, ebooks etc. by clicking "Add".
    b. Resources must have a link to the resource, title, and a description.



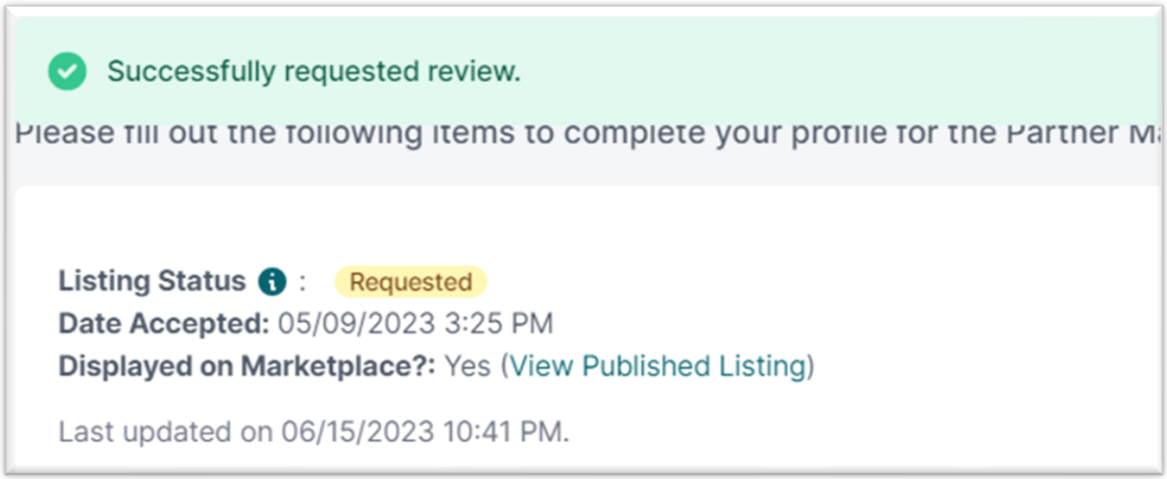
4. Click "Preview Listing" ( A ) to preview your listing before submission.



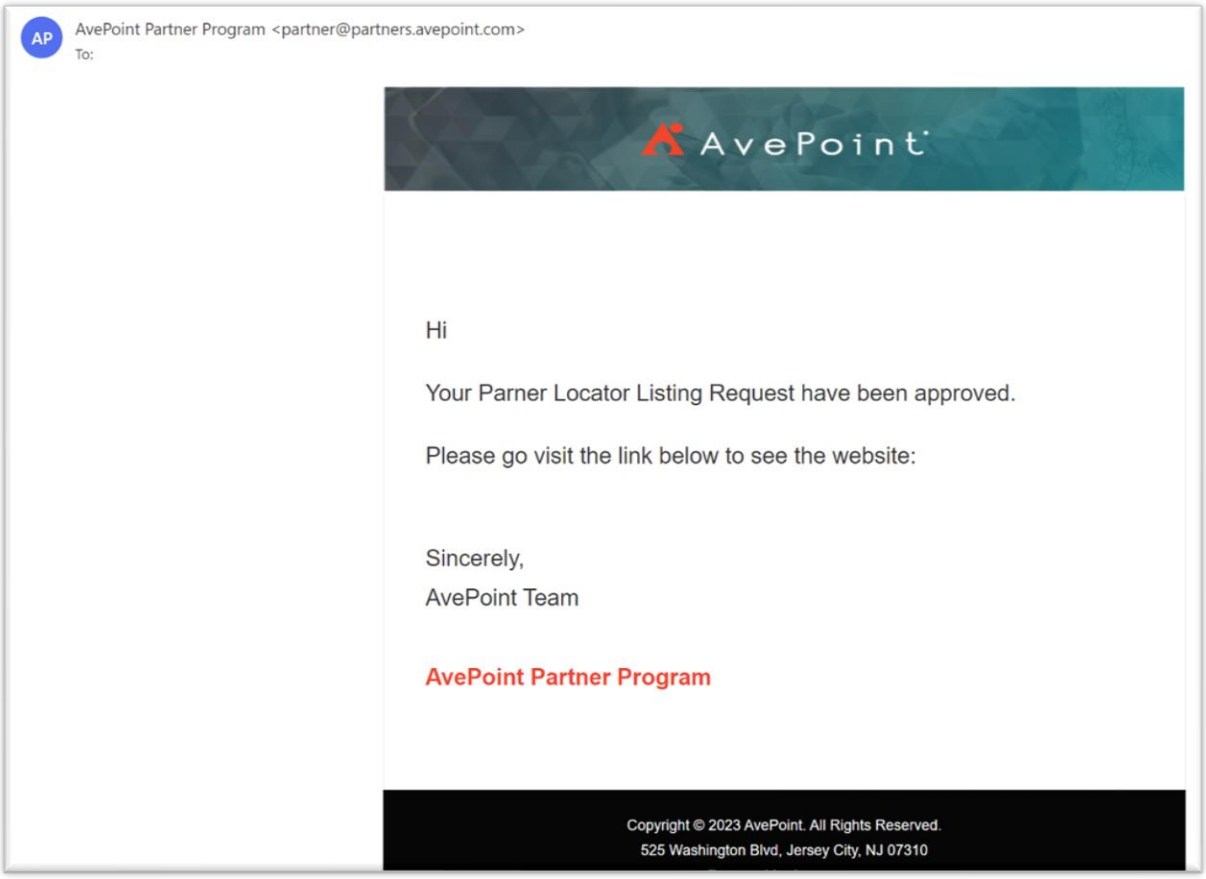

If you'd like to correct any information, click "Return to Profile" ( C ) to edit information.

If you are ready to submit the information, click "request Review" ( B ) .

When you successfully submit the information, the listing status will change to "Requested". Additionally, you will see a green pop-up banner to notify you of a successful request submission.



5. Once you are approved, you will receive an email notification from partner@partners.avepoint.com. If your listing request is returned to you for modification, please click the link on the email to modify necessarily contents and re-submit for review.

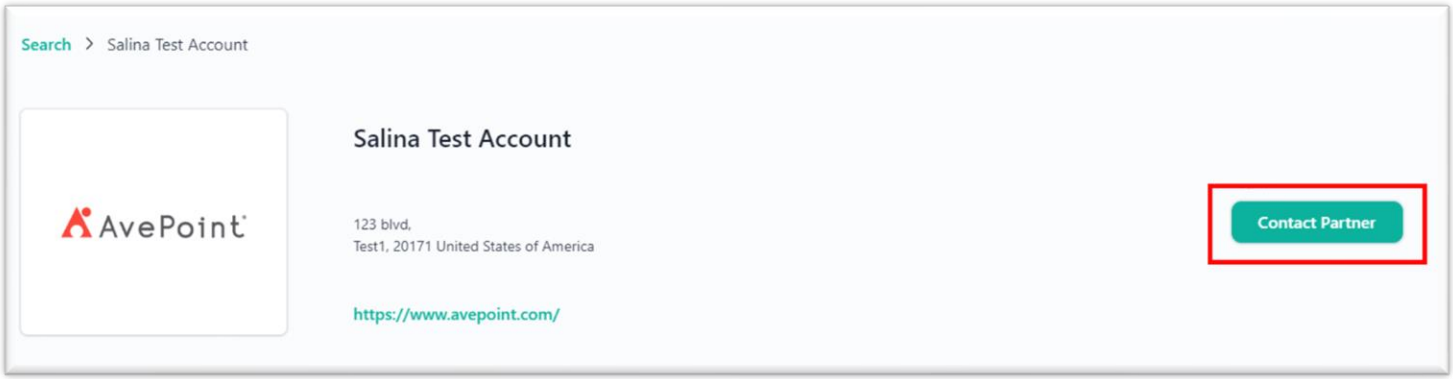



## How to Edit the Listing Information

1. Click on any fields you'd like to edit.
2. Edit the fields with updated contents.
3. Click "Request Review" at the bottom.
4. Your partner account owner will be notified via email to review your updated listing information request.
5. You will be notified via email after the approval.

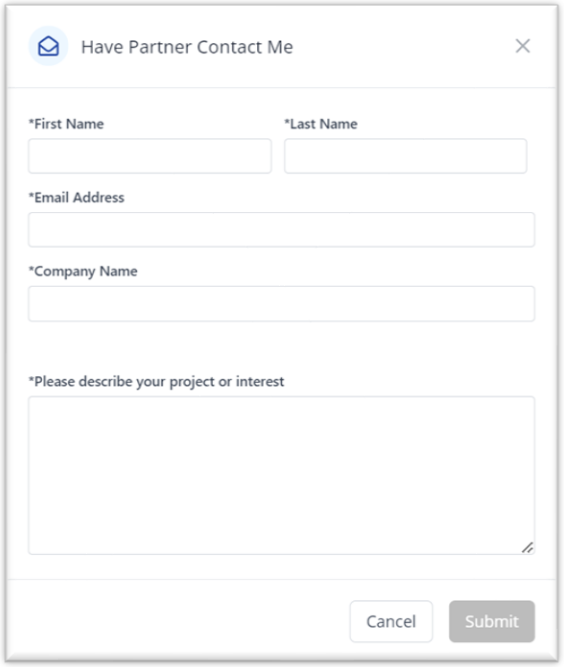
## Contact Form

The end user can request you to contact them directly from the AvePoint Partner Locator. Please see the instruction below to learn how to receive leads and how to convert them into opportunities.

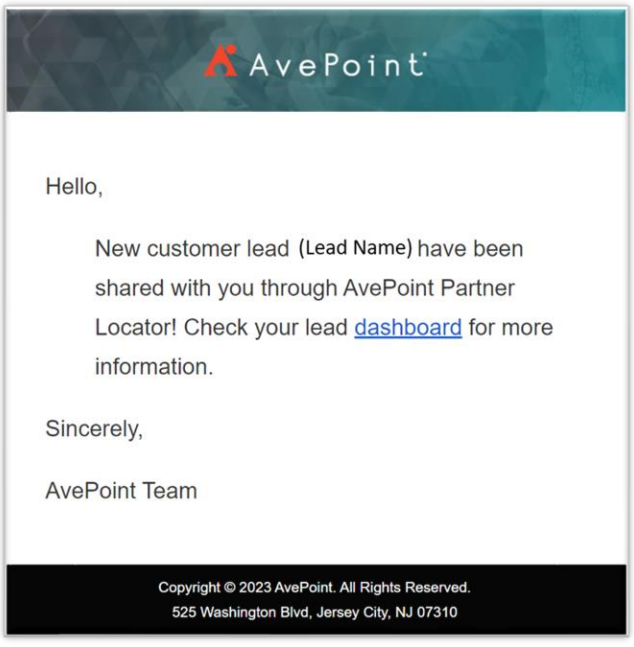



### How to Receive Leads

1. The end user fills out the "Contact Partner" form *(Image 1)* to request contact from the partner.
2. The user with Opportunity Administrator privileges and Primary User will receive a lead notification.



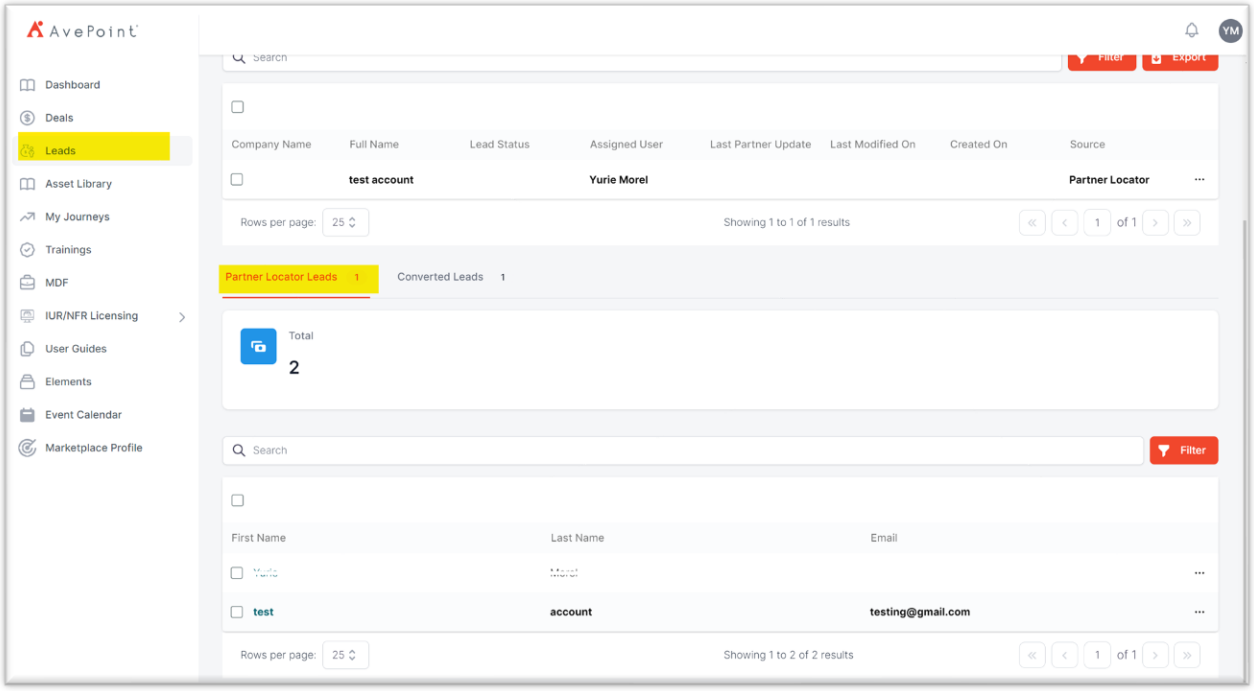

*(Image 1)*




*(Image 2)*

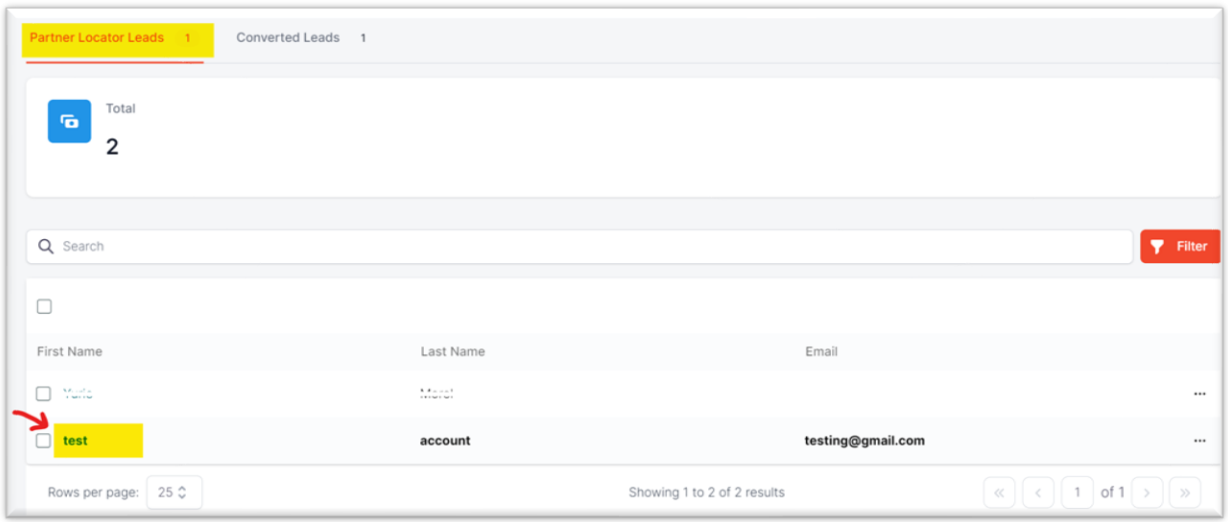
3. Click on the link in the email, or you can login to the Partner Portal and click on the Leads tab and scroll down to see the "Partner Locator Leads" dashboard.

4. You can view the assigned partner locator lead under the “Partner Locator Leads” dashboard.

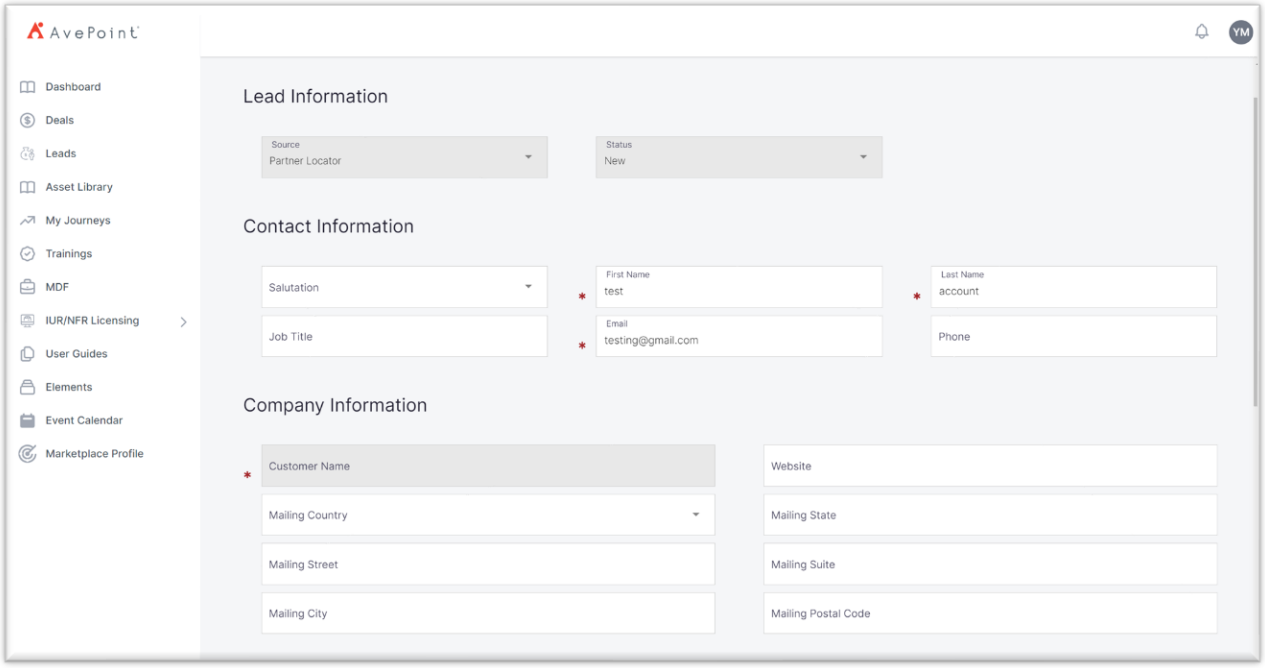



## How to Convert the leads to an opportunity

1. Click on the lead.

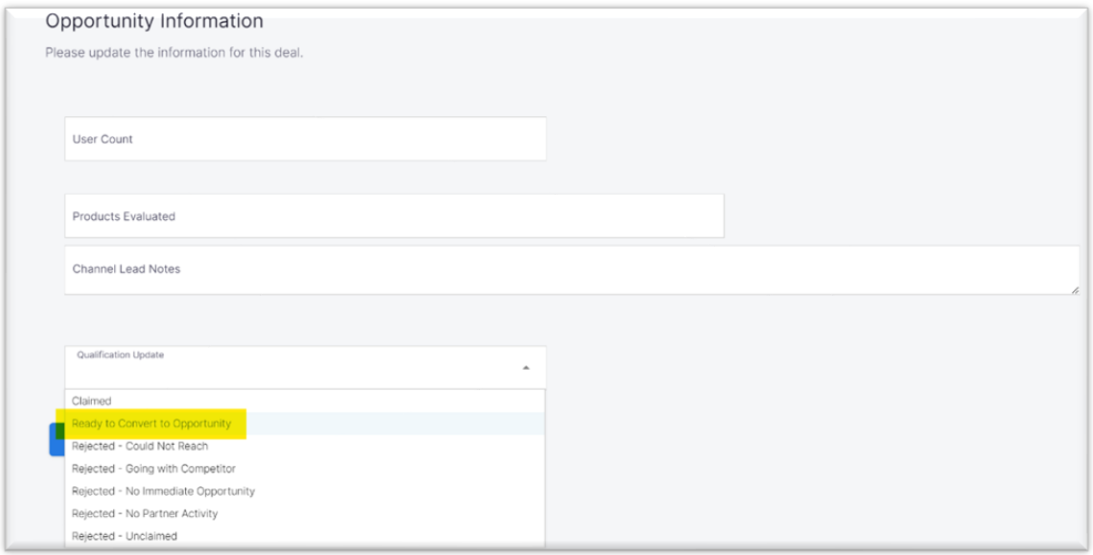


2. Review the information and contact the end customer.

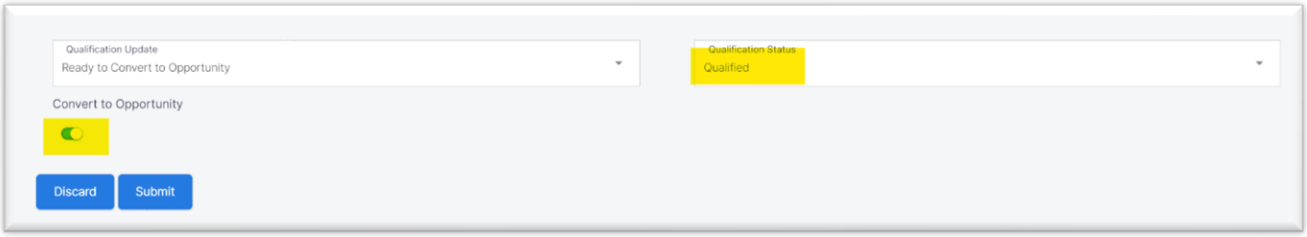


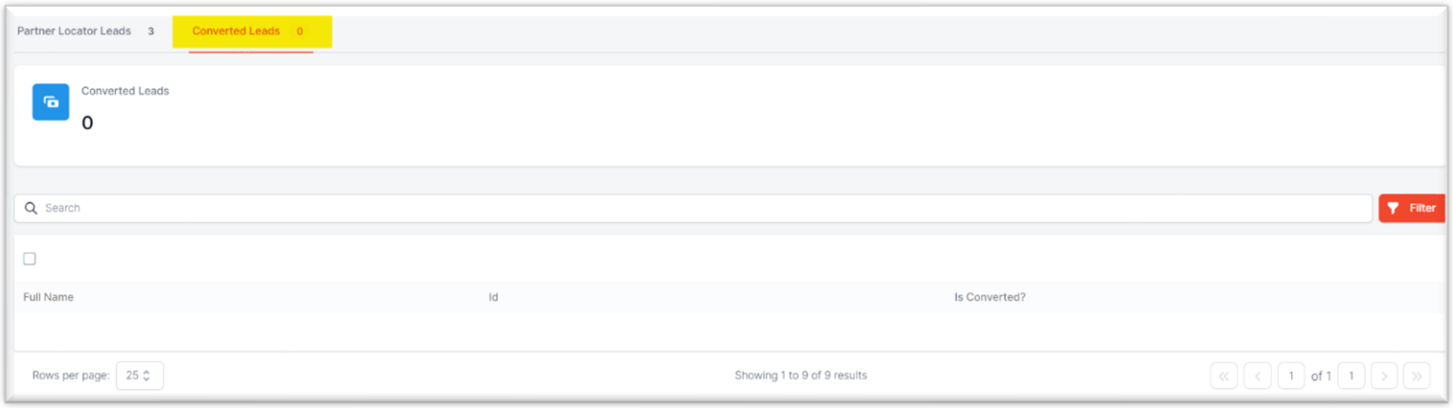

3. Accept or reject the lead.

When the lead is ready to be converted to an opportunity, select "Ready to Convert to Opportunity" under "Qualification Update".



4. Please select “Qualified” under Qualification Status and click “Convert to Opportunity” button to the right until you see the button’s color change to blue.




5. You can see the converted opportunity from the tab called “Converted Leads”.
***Please note that the opportunities that are converted from the Partner Locator Source will not count as a deal registration.