



THE PICK & PLAY PARTNER PLAYBOOK

Simple Ways to Partner. Real Ways to Win.

A PREPARED GUIDE FOR GRACE TECHNOLOGIES PARTNERS

PARTNERSHIP ON YOUR TERMS

Grace Pick & Play gives you flexible, proven ways to partner with us. We don't ask for generic commitment; we offer specific modules based on three variables:



YOUR GOALS



YOUR CUSTOMERS



YOUR BANDWIDTH

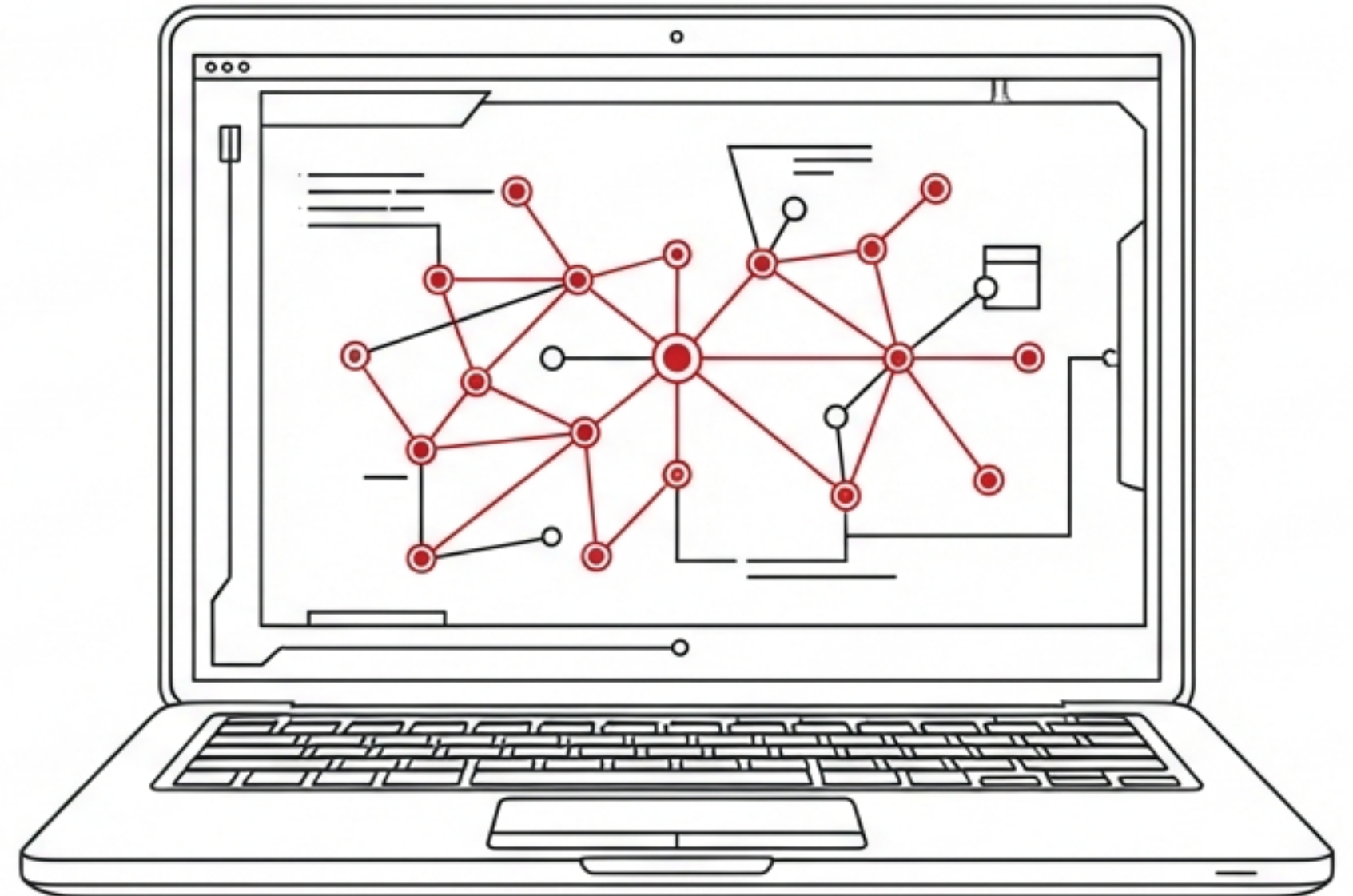
Key Takeaway: Choose one play, or layer multiple. Grace supports the execution every step of the way.

PLAY #1

ON-DEMAND CO-BRANDED WEBINAR

EDUCATE. ENGAGE. CREATE SALES-READY CONVERSATIONS.

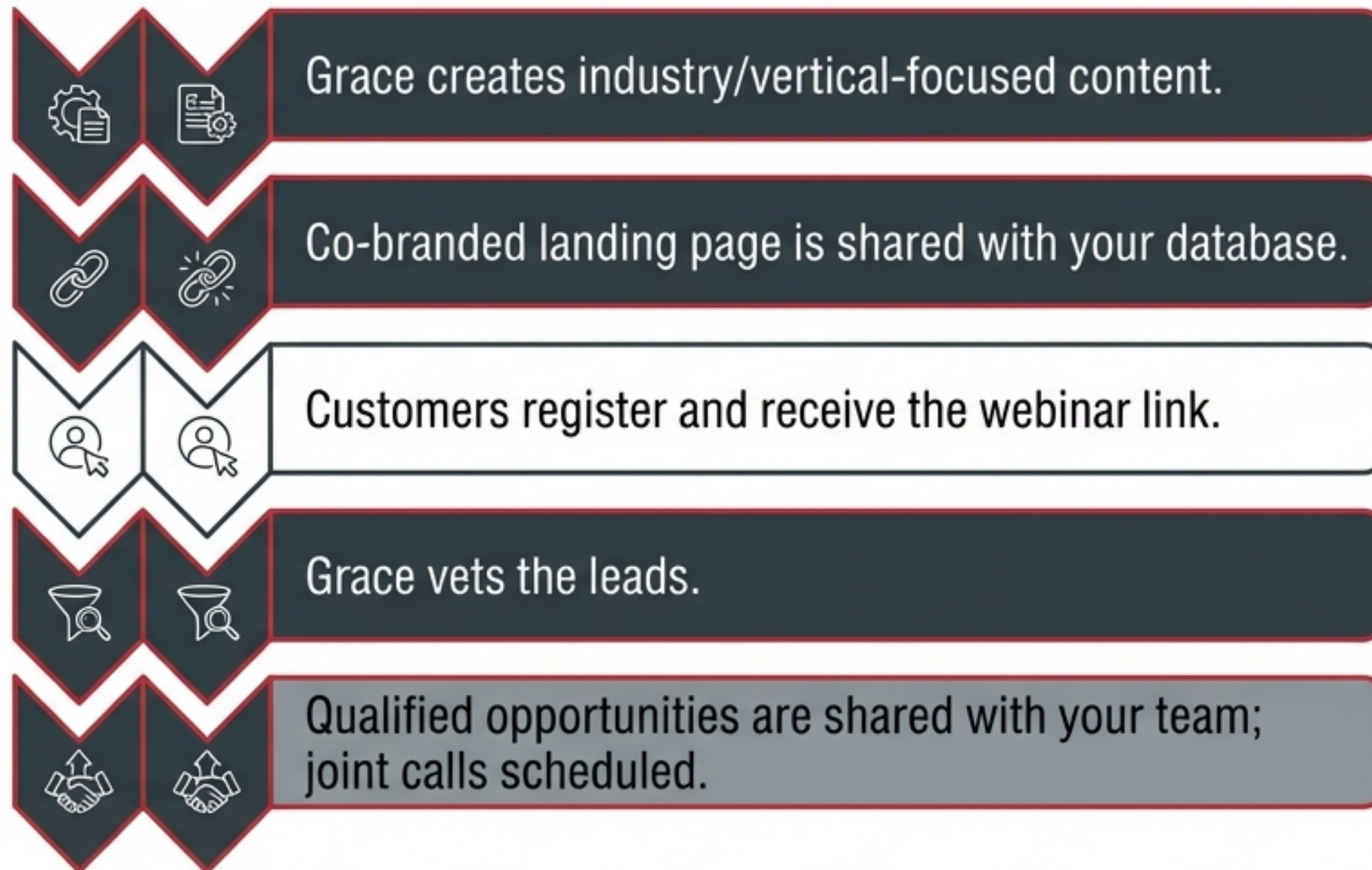
- **WHAT IT IS:** A co-branded, on-demand webinar hosted on a gated landing page and promoted directly to your customer base.
- **THE GOAL:** Educate customers → identify pain points → move quickly to joint sales conversations.



EXECUTION & VALUE: THE WEBINAR PLAY

HOW IT WORKS & WHY IT MATTERS. STREAMLINED FOR SUCCESS.

HOW IT WORKS



WHY PARTNERS LIKE IT

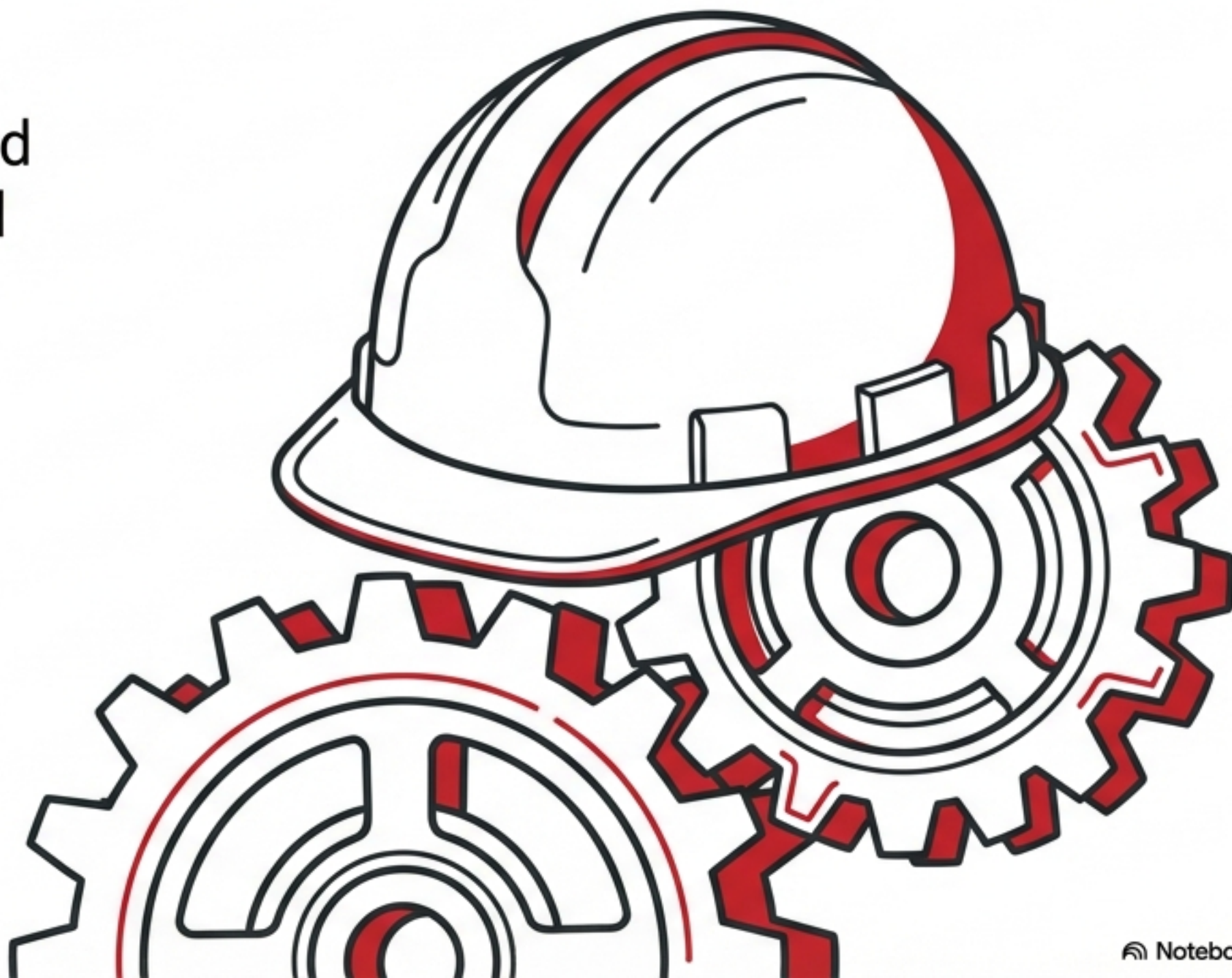
- Establishes thought leadership without the heavy lift.
- No cold outreach required.
- Customers engage on their own timeline.
- Grace does the upfront work—you step in only when the moment is right.

PLAY #2

DISCOVERY & RELIABILITY DAYS

TURN INTEREST INTO ACTION—IN THE FIELD.

- **WHAT IT IS:** Dedicated days in the field with your target customers, supported directly by Grace Field Application Engineers (FAEs).
- **THE GOAL:** Move from information gathering to implementation discussions—fast.



EXECUTION & VALUE: THE FIELD PLAY

HOW IT WORKS & WHY IT MATTERS. STREAMLINED FOR SUCCESS.

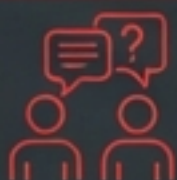
HOW IT WORKS



We align on target customers together.



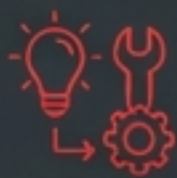
Execute joint visits at customer facilities.



Lead discovery-led conversations around real pain points.



Perform live demonstrations where applicable.



Shift conversation from "learning" to "how to implement".

WHY PARTNERS LIKE IT

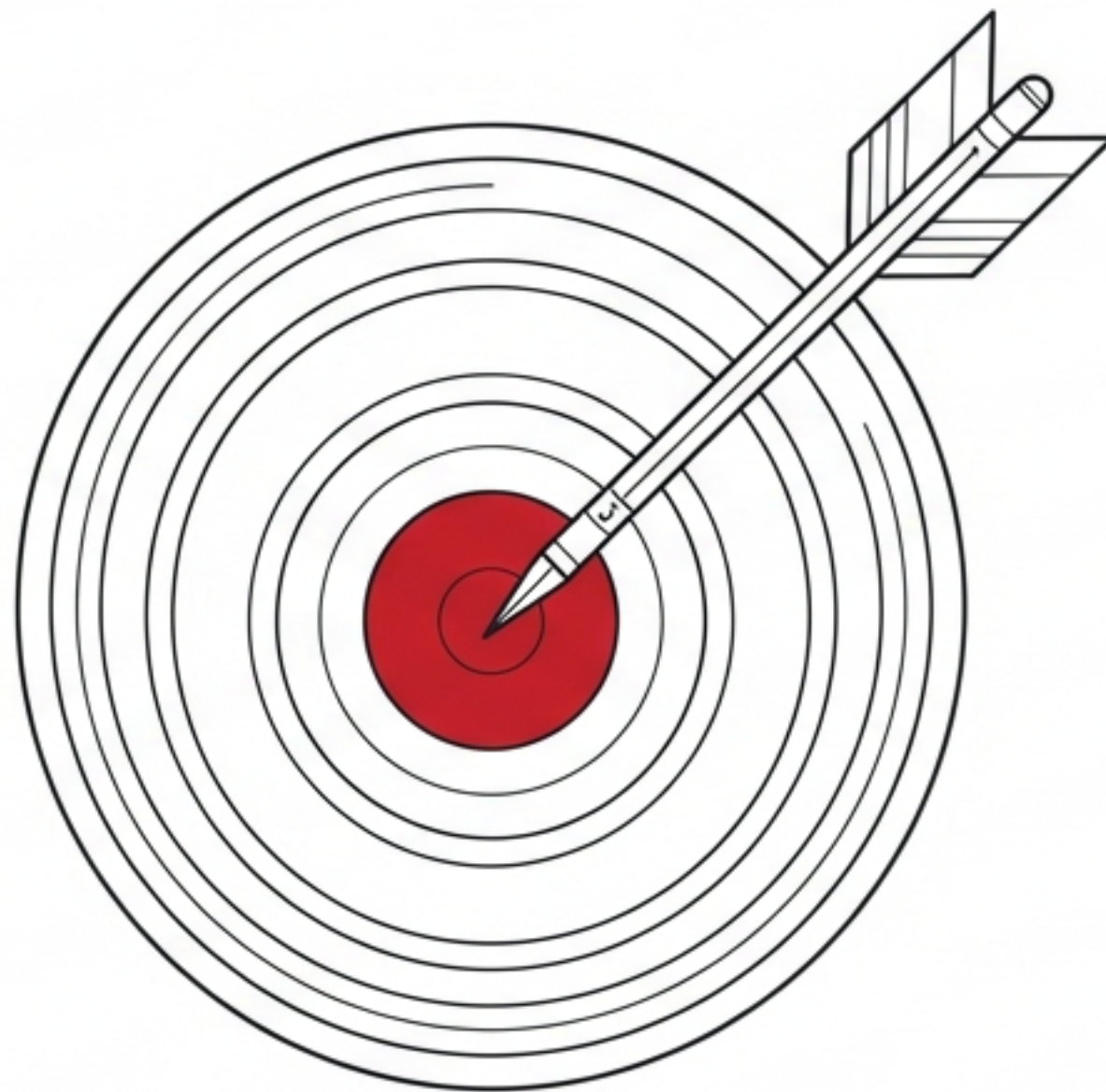
- Positions you as the expert.
- You are backed by Grace's technical depth.
- Results in faster sales cycles.
- Builds strong credibility with operations, maintenance, and reliability teams.

PLAY #3

PLAN TO WIN – LEAD GEN & SAMPLE CAMPAIGN

TARGETED OUTREACH. FUNDED BY GRACE. BUILT TO CONVERT.

- **WHAT IT IS:** A product-focused, highly targeted lead-gen campaign designed to put you in front of the right customers.
- **THE GOAL:** Create qualified pipeline → establish relationships → accelerate close.



EXECUTION & VALUE: THE CAMPAIGN PLAY

HOW IT WORKS & WHY IT MATTERS. STREAMLINED FOR SUCCESS.

HOW IT WORKS



We select a specific product focus together.

Grace runs a paid LinkedIn campaign targeting customers in your footprint.

GRACE-FUNDED: ~\$3,500 VALUE

You send a complementary eBlast to your database.

Grace BD team vets inbound leads.

A sample (**\$375 value**) is issued to qualified customers via a joint call.

WHY PARTNERS LIKE IT



- Grace invests directly in your success.



- Highly targeted—no “spray-and-pray”.



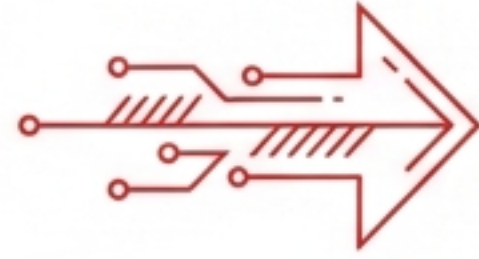
- Opens doors to new customers.



- Builds relationships by delivering value first.

HOW TO CHOOSE YOUR PLAY

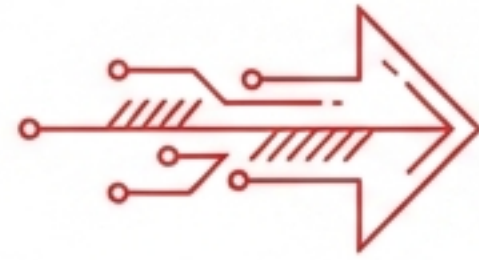
Need awareness or
thought leadership?



**PLAY #1:
ON-DEMAND WEBINAR**



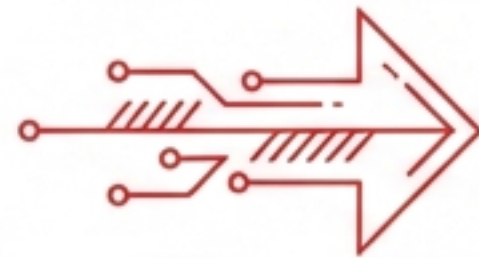
Have target
accounts but need
momentum?



**PLAY #2: DISCOVERY
& RELIABILITY DAYS**



Want new leads
and fresh
conversations?



**PLAY #3: PLAN TO WIN
CAMPAIGN**



Or stack them for maximum impact.



WHY PARTNERS WORK WITH GRACE

- ✓ **SHARED INVESTMENT:** We invest alongside you.
- ✓ **EFFICIENCY:** We do the heavy lifting.
- ✓ **CREDIBILITY:** We bring technical expertise into the field.
- ✓ **RESULTS:** We focus on execution, not noise.

NEXT STEPS TO EXECUTION

1 **CHOOSE** your
Pick & Play
option(s).

2 **ALIGN** on
targets and
timing.

3 **EXECUTE—**
together.

SHANNON WHITING

Sr. Channel Manager

563.210.2705

Shannone@gracetechnologies.com



EMMA WENTZEL

Channel Marketing Coordinator

emma@gracetechnologies.com





LET'S WIN TOGETHER.