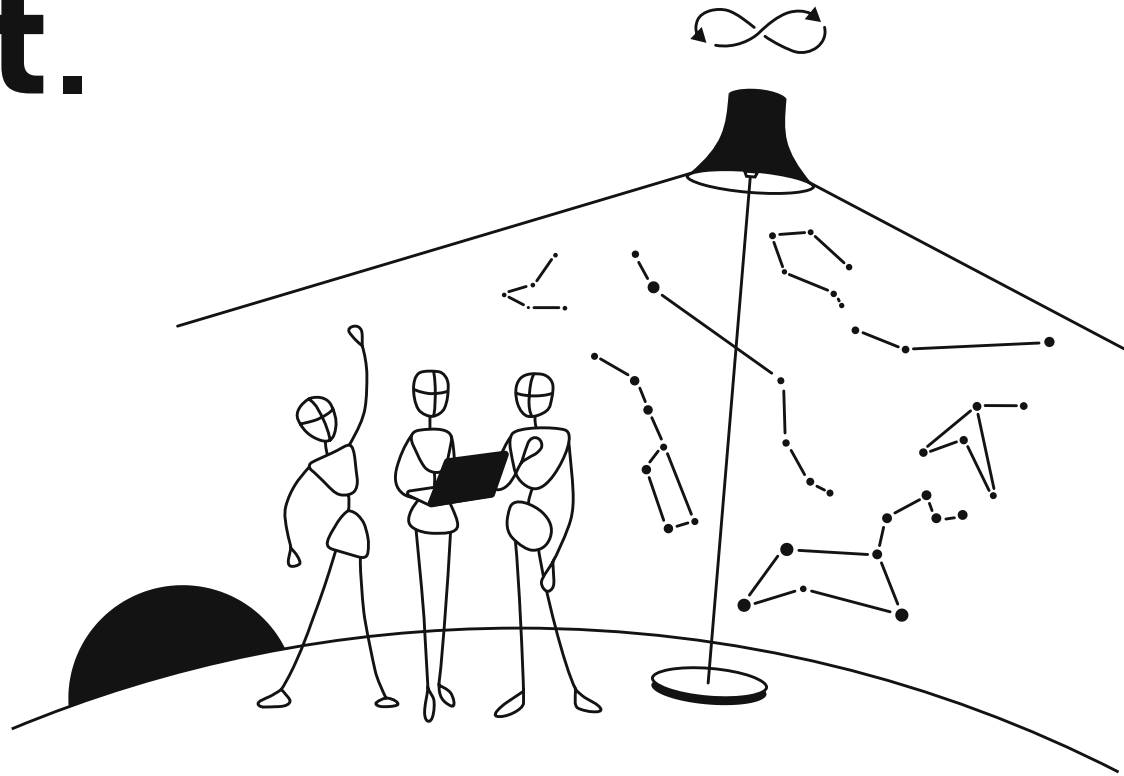


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GART SOLUTIONS PARTNER HANDBOOK

Marketing & Sales Collaboration Framework

Prepared by :

Gart Solutions

Issued :

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1. Purpose of This Handbook

This handbook defines the rules, processes, responsibilities, and financial mechanics of the partnership between Gart Solutions and its partners.

It is designed to ensure:

- Transparency
- Fair collaboration
- Clear commercial logic
- Protection of both sides
- Elimination of conflicts and manipulations

This document governs marketing, lead generation, co-selling, co-marketing, and referral activities.

Our Partnership Principles

Our Partnership Program is built on long-term relationships that create genuine mutual value.



Fedir Kompaniets

Co-Founder
Gart Solutions

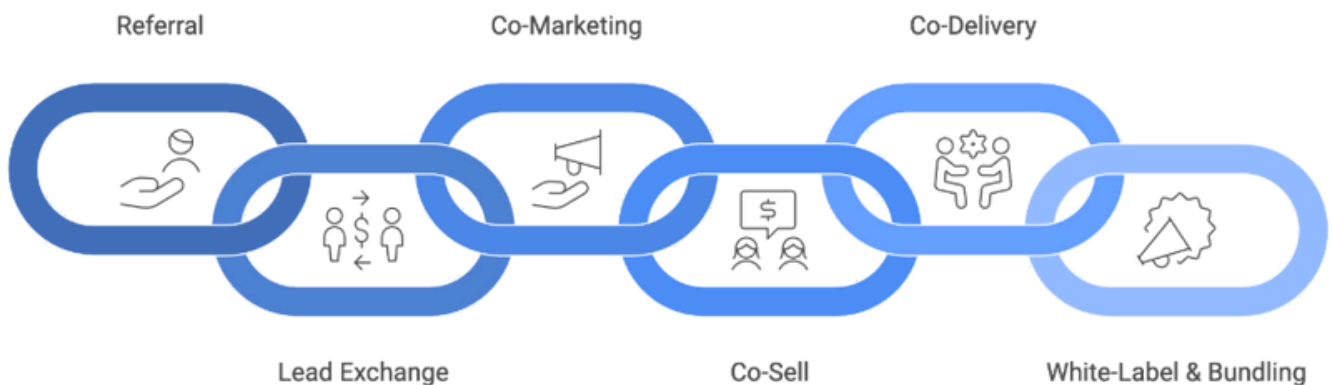
“Partners of Gart Solutions can rely on stable, transparent collaboration grounded in trust and full financial clarity”.

Partnership Models Covered

This handbook applies to the following partnership formats:

- Referral
- Lead Exchange
- Co-Marketing
- Co-Sell
- Co-Delivery
- White-Label & Bundling

Each model may have different commission logic and operational depth.



Partner Onboarding Process

Step 1 — Introductory Call

Alignment of services and business goals

Step 2 — Partner Application Form

Partner completes the official Partner Brief form:

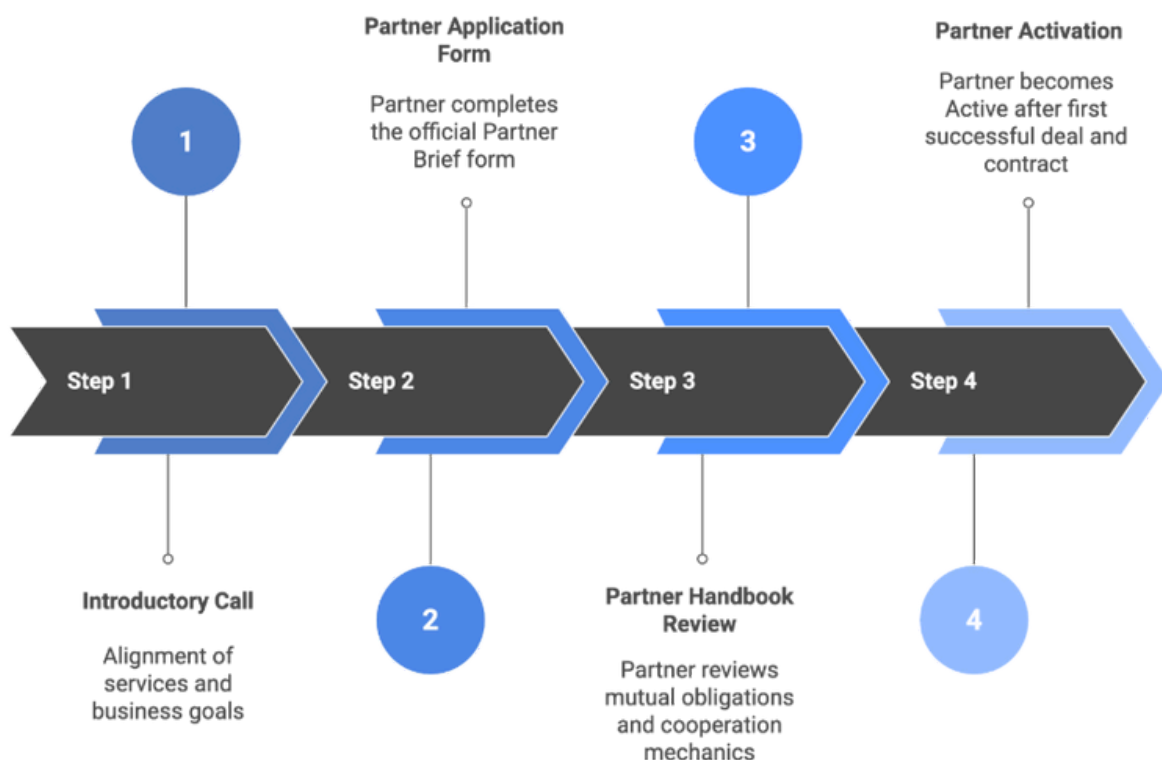
<https://tally.so/r/NprAO0>

Step 3 — Partner Handbook Review

Partner reviews mutual obligations, cooperation mechanics, and commission rules.

Step 4 — Partner Activation

Partner becomes Active after the first successful deal, signed contract, and first mutual delivery.



Marketing & Sales Collaboration Formats

5.1 Joint Webinar

Each partner may nurture generated leads independently based on their sales and lead generation processes.

Activity	Gart Provides	Partner Provides	Both Sides
Technical content			+
Speaker(s)			+
Webinar platform setup	+		
Email + LinkedIn invites			+
Promotion to audience on LinkedIn			+
Follow-up after the webinar			+
Post-webinar analytics & reporting	+		

5.2 Co-Branded Article / Case Study

Gart and Partner jointly prepare two similar articles (one published on each side) with:

- Mutual brand mentions
- Backlinks
- Technical insights from each of the sides added as a guest content snippet
- Content distribution and PR amplification from both sides - Medium / blog / LinkedIn promotion.

Marketing & Sales Collaboration Formats

5.3 Co-Sell

Gart:

- Technical discovery
- Architecture
- Delivery

Partner:

- Primary client relationship
- Sales coordination
- Contract coordination
- Revenue share is confirmed individually per deal.

5.5 White-Label

Gart:

- Full technical delivery
- SLA & QA

Partner:

- Client ownership
- Sales & billing

Partner owns the client; Gart remains delivery-only.

Commission & Payment Rules

Standard Commission: 10% from the first invoice.

Enhanced Commission: 15% for:

- Active involvement
- Co-Sell participation
- Enterprise deals

Upsell & Cross-Sell Commission

Partners receive the same 10% commission for upsells and service extensions happening within the first year of the contract.

Payments are made only after:

- First (or full project) client payment
- Signed contract
- Service delivery start



Standard Commission

10% from the first invoice



Enhanced Commission

15% for active involvement, co-sell, and enterprise deals



Payment Conditions

Made after first client payment, signed contract, and service delivery start

Branding & Marketing Rules



- Logo usage only by approval
- No false technical claims
- No misrepresentation of competencies
- No public pricing without written consent
- No impersonation of Gart team members

Let's meet and build a revenue-generating partnership — together!

Get in touch on the website or mail to:

marketing@gartsolutions.com

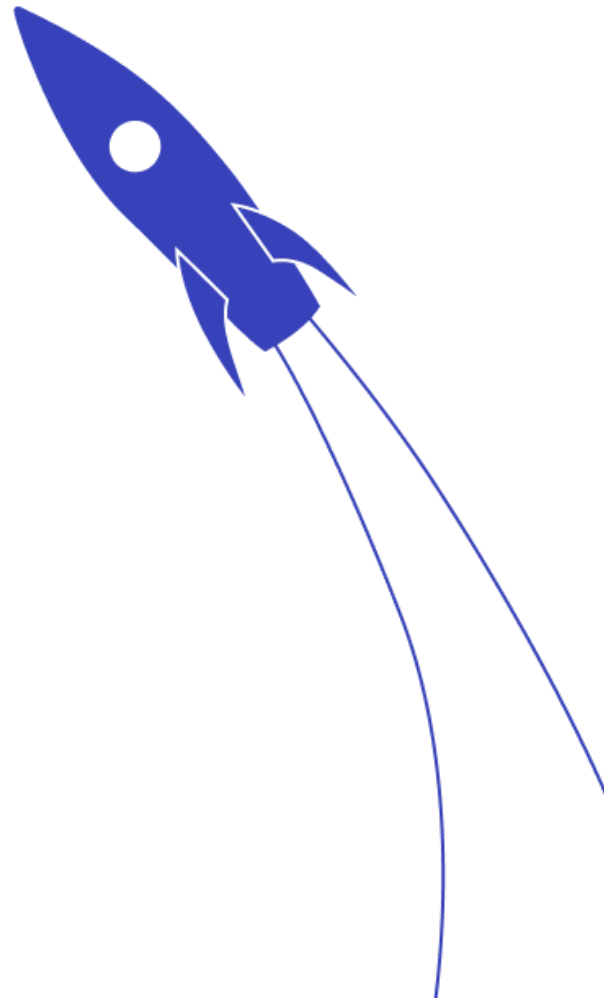


Get in touch with us!



Gart Solutions is a Cloud and Devops services agency that provides businesses with infrastructure setup, automatization, cloud migration, cloud native development, CI/CD, and more.

We work to solve your tech challenges on time and budget and provide infrastructure with the endurance it needs to let you focus on what matters the most – growing business.



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