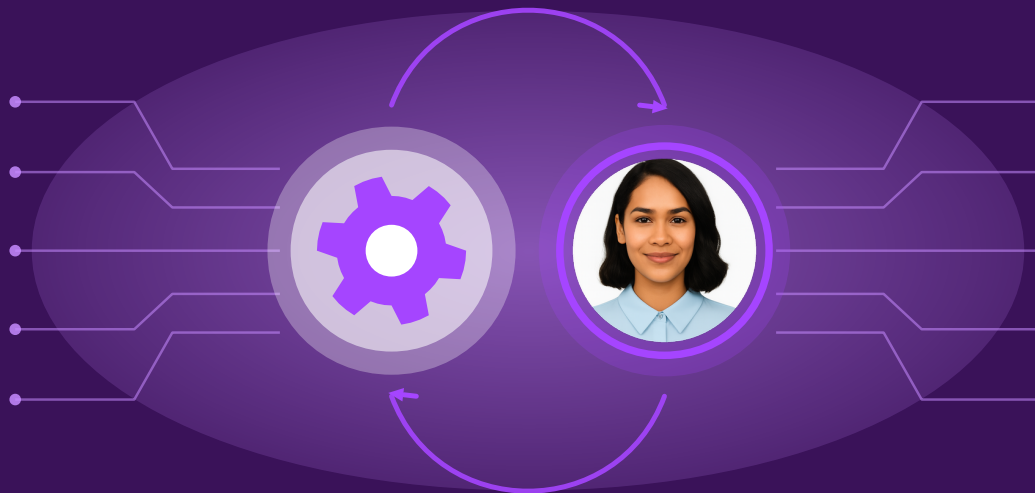




GTM MINI-PLAYBOOK · 04

How Digital Reps Power Partner-Led GTM

Smooth AI provides a fully trained Digital Rep that you dedicate to each partner's success, removing the execution burden without removing partner ownership.



START HERE

How to use this playbook

Smooth AI is a buyer-led growth platform for B2B revenue teams. It lets you deploy a Digital Rep: a humanlike, interactive avatar that speaks with buyers in real time, answers their questions from your own knowledge, handles objections, qualifies interest and books meetings. Your Digital Rep can run on your website, on a branded landing page, or behind a shareable link you can put anywhere. Every play that follows assumes you have created, trained and deployed a Digital Rep of your own.



Sophie

Smooth AI's own Digital Rep, used as the example throughout this playbook

- ✓ Choose an avatar and a voice
- ✓ Give it a name that fits your brand
- ✓ Train it on your site and documents
- ✓ Set your sales and conversion model
- ✓ Deploy on your site or a shareable link
- ✓ Then run the plays that follow

Sophie is Smooth AI's own Digital Rep and appears here only as the example. Yours carries the name, avatar and voice you choose, so read Sophie as your own branded Digital Rep throughout.

THE PROBLEM

Partner-led revenue stalls on enablement, not on intent.

Partners want to sell your product. What they do not have is the time to learn it properly, the recall to pitch it consistently, or the incentive to keep pace as it changes. The channel then underperforms, not from any lack of goodwill, but from an enablement model that depends on people remembering things.



Training doesn't stick

Recurring calls and enablement decks compete with the partner's own roadmap, and lose.



Messaging drifts

Every partner pitches a slightly different version of your product to a slightly wrong buyer.



Referrals go dark

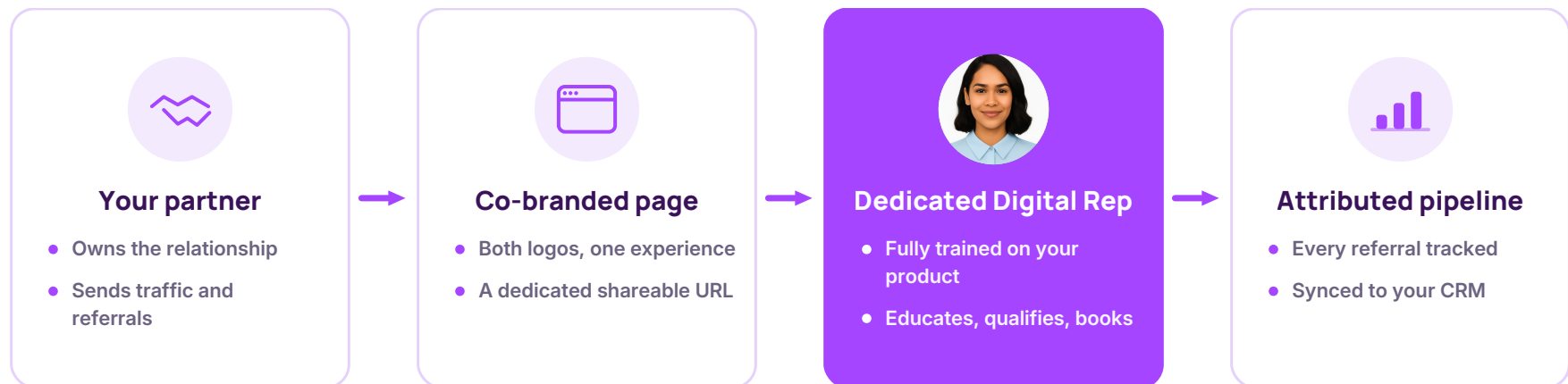
Leads are handed off informally, tracked inconsistently and attributed to nobody.

Partners want less friction and faster monetization, not another training call.

THE MOTION MAP

A dedicated Digital Rep for every partner

Each partner receives a co-branded landing page and a Digital Rep trained on your product, carrying your positioning, with a shareable URL of their own. The partner keeps the relationship. Smooth AI carries the execution.

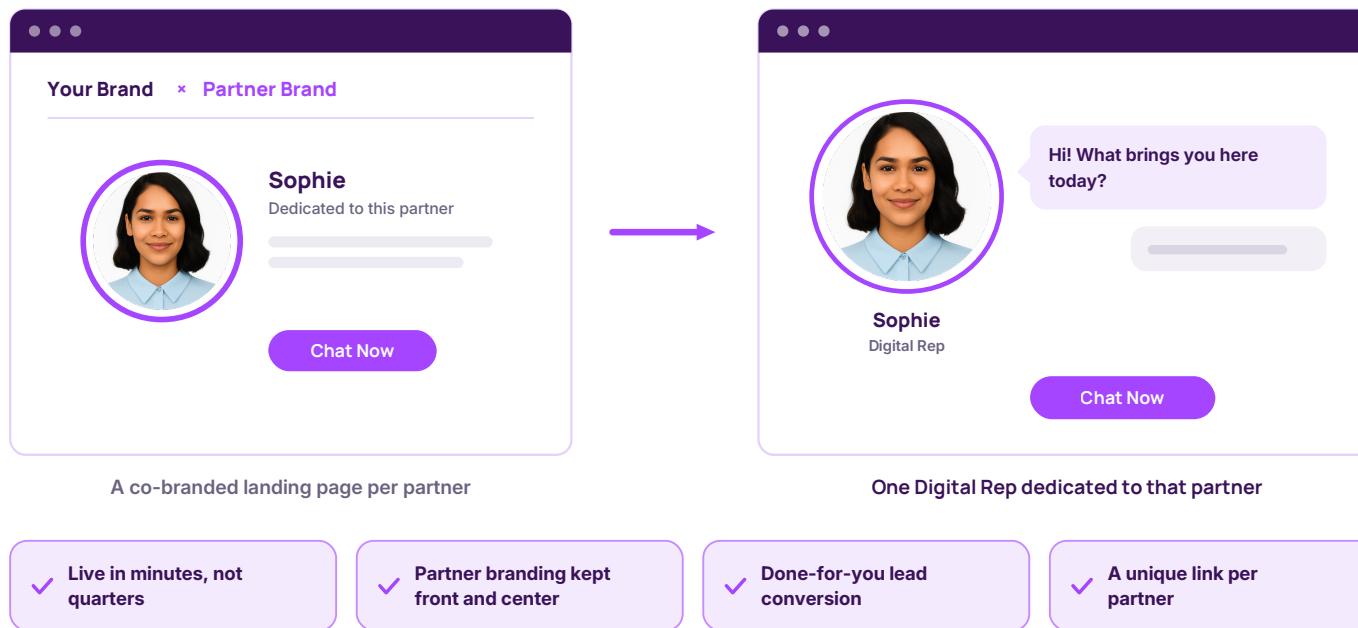


One trained Digital Rep per partner, with a unique link and full attribution.

PLAY 01

Give every partner a co-branded page and Digital Rep

Instead of a deep-learning curriculum, the partner gets an asset: a page that carries both brands, a Digital Rep that already knows the product, and done-for-you lead conversion. They send traffic; Sophie takes it from there.



Live in minutes, not quarters, with a unique, trackable link per partner.

PLAY 02

The Digital Rep becomes the partner's sales rep

No deep product training is required, because the product expertise sits in the Digital Rep rather than in the partner's memory. Product education, discovery questions, objection handling, qualification, next-step guidance and meeting booking all happen consistently, every time.



Sophie as the partner's rep

No deep product training
required

- ✓ Delivers product education
- ✓ Asks discovery questions
- ✓ Handles objections accurately
- ✓ Qualifies fit before handoff
- ✓ Gives clear next-step guidance
- ✓ Books meetings directly
- ✓ Never goes off-message
- ✓ Available 24/7, on demand

24/7. On demand. Identical across every partner, in every market.

PLAY 03

Why this changes channel economics

Traditional partner enablement spends real money on training calls, decks and co-marketing, then loses visibility at the exact moment a lead appears. Routing partner traffic through a Digital Rep makes every conversation observable, attributable and connected to your CRM.

Traditional partner enablement

Effort that rarely scales

- ✗ Recurring training calls
- ✗ Enablement decks no one reads
- ✗ Inconsistent messaging in market
- ✗ Referrals lost or untracked
- ✗ Ramp measured in quarters

Partner-led with Digital Reps

Execution that scales itself

- ✓ Every lead is captured
- ✓ Every conversation is tracked
- ✓ Every partner's pipeline is visible
- ✓ Every referral flows into your CRM
- ✓ Attribution is clear and measurable

Enablement stops being a recurring cost and becomes a one-time deployment.

PLAY 04

Faster partner ramp. More consistent results.

The offer you make a new partner changes fundamentally. It stops being a request for effort and becomes a delivery of capability, which is why new partners start producing in week one rather than quarter two.

“

Send us a lead and we'll take it from there.

Before



“

Send them to your Digital Rep. It will qualify and convert for you.

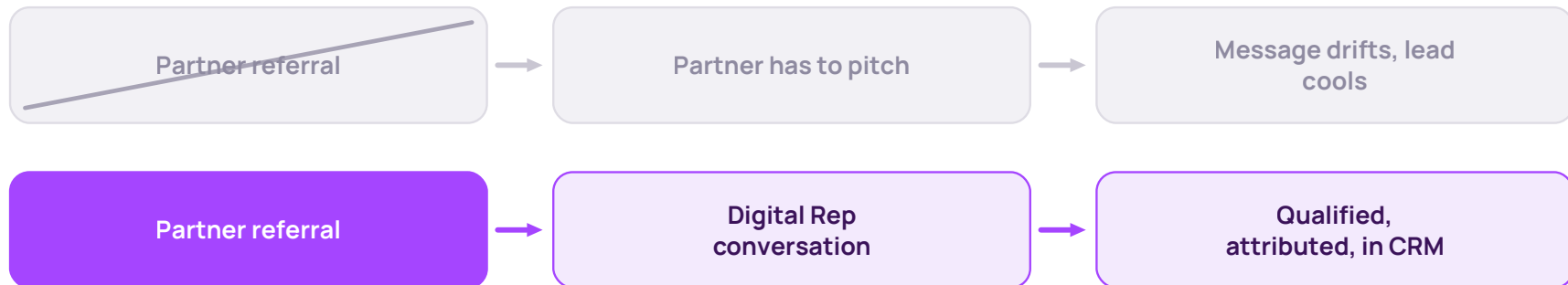
After

New partners generate qualified leads from week one, not quarter two.

WHY THIS WORKS

Remove the execution burden, keep the partner ownership

Partners want less friction and faster monetization. Anything that requires them to become a part-time expert in your product works against both. A Digital Rep takes the execution off their plate while leaving the relationship, the credit and the commercial ownership exactly where they belong.



Partners win. Your team wins. Buyers get a smooth, frictionless experience.

THE IMPACT

What a scalable channel actually looks like

You stop measuring partner programs by how many people attended enablement and start measuring them by pipeline, because for the first time, every partner conversation is captured, tracked and attributed.

**Faster partner ramp**

Productive from the first week, with no training backlog.

**Consistent messaging**

Your positioning survives contact with every channel.

**More active partners**

Low effort means more partners actually participate.

**Clear attribution**

You can finally see which partners drive real pipeline.

**Zero enablement drag**

No decks to maintain, no recurring training calls.

**Partner ownership intact**

They keep the relationship and the credit.

If you are serious about scaling partner-led revenue, this is the unlock.



Ready to scale partner-led revenue?

If you are serious about scaling the channel, this is the unlock.

Try it free at www.getsmooth.ai

Deploy your Digital Rep today.

Smooth