

Partner Program Template

1: Goals

What goals do you have for the partnership that you can't accomplish on your own?

- Increase revenue by a certain amount?
- Increase your customer base by a certain amount?
- Break into new markets or verticals?
- Open up new distribution and sales channels?

2: How to measure ROI of all partnerships

What SMART (specific, measurable, attainable, relevant, and time-bound) metrics will you use to measure the success of your partner program overall?



3: Partnership type(s)

Based on your goals and target metrics, what type(s) of partners do you want to recruit?

- Retailers?
- Wholesalers?
- Distributors?
- Agents or brokers?
- Affiliates?
- Referral partners?
- Other hand-picked advocates (such as brand ambassadors)?

4: Finding partners

Where do you plan to find good-fit partners?

- How much reach do you want partners to have (local, regional, national, or global?)
- Must they have a minimum (or maximum) audience size?
- Must they be familiar with your products/services?
- How do you want partners to distribute your products?

Once you've made a shortlist of potential partners, evaluate their suitability with the following:

- What unique advantages would a given potential partner bring you?
- What can you offer a potential partner that they can't achieve on their own?
- What are their values, and are they consistent with yours?
- Are there any dealbreakers (things you don't want in a partner)?



5: Incentives

- What monetary incentives will you offer, to encourage partners to sign on?
- Will you offer other secondary incentives as well, like spotlights on your website, meals, or exclusive events just for partners?

6: Software

What software are you considering?

- Is it able to manage the type(s) of partners you want to utilize?
- Does it integrate well with your existing software and processes?
- How does it help you onboard and communicate with partners?
- How does it help you boost partner engagement?
- What partnership reward structures is it capable of managing?
- What metrics does it track?



7: Reaching out to potential partners

As you reach out to partners you'd like to work with, find out and record the following:

- What are their goals for a partnership?
- What benefits do they want to get out of the partnership?
- What mutual goals do you have?
- What do you offer each other that you can't achieve on their own?
- What challenges do you each foresee?

Determine which potential partners offer the most ideal partnerships. Then, create a business plan, and make things official by having them sign a partnership agreement.

8: Partnership business plan

What are the partner's core duties and expectations?

- What will you accomplish for the partner?
- What distribution channels will the partners use?
- How will the partners market and sell your products/services to their audience?
- How do you and your partner add value to each other's products or services?
- How do leads enter your sales pipeline when they come through a partner?
- Will you be referring leads and sales to your partner as well? How so?



9: The partnership agreement

- What is the partner expected to accomplish?
- What will you offer to give value to the partner?
- What are your payment terms (the incentives and what must be done to earn them)?
- What are the rules for how your partner can and can't promote your brand?
- Is there anything your partner must keep confidential?
- Are there any other terms and sections you want in your agreement?

10: How to measure ROI of individual partnerships

- What SMART (specific, measurable, attainable, relevant, and time-bound) goals will you set to measure the success of an individual partnership?
- How will you enable partners to track the progress towards these goals?

11: Onboarding and training

- How will you onboard and train partners? Via what channel(s)?
- What tools, assets, and resources will you provide them, and how? (Will you have a partner portal?)
- What are the standards for how your brand should be represented?
- What key product information should a partner cover during the sales process?
- How will you customize the training to each partner?
- How can the partner pitch the product to meet the needs of your shared audience?



13: Partner communication

- How will you communicate with and update partners as needed?
- How will you supply them with everything they need for successful channel sales?
- What will your process be for checking progress towards your goals (partnership performance reviews)?

