

# Sourcing Better Partners Checklist. **ERGO** COMPS

A checklist to make sure your partner programs are ready for 2019.

Partner Goals	Goal and plan to achieve greater than: <input checked="" type="checkbox"/> \$50,000 in ARR per reseller/channel partnership. <input checked="" type="checkbox"/> \$250,000 in ARR revenues per strategic alliance partnership.
Partner Plan	<input checked="" type="checkbox"/> Revenue forecast by partner <input checked="" type="checkbox"/> Analysis of the spend/resources and return by partner <input checked="" type="checkbox"/> Partner program plan and budget <input checked="" type="checkbox"/> Partner Benchmarks
Partner Program	<input checked="" type="checkbox"/> Partner Toolkit <input checked="" type="checkbox"/> Partner Portal <input checked="" type="checkbox"/> Partner Sales campaign materials <input checked="" type="checkbox"/> Partner Incentives
Sourcing new partners	<input checked="" type="checkbox"/> List of partners by competitor <input checked="" type="checkbox"/> Partner Scorecard <input checked="" type="checkbox"/> Partner marketing materials
Partner Management	<input checked="" type="checkbox"/> Dedicated contact & partner manager for each partner <input checked="" type="checkbox"/> Partner quarterly business review process



**Do you have the  
right partners?**

ERGO Comps, LLC

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# Sourcing Better Partners.



Do you have the right partners to execute your strategy?



Sourcing better partners starts with a review of your options based on your industry and comparables.



Sourcing

What **Impact** will the change make?

- Short-list of options based on your industry comparables
- Analysis of the fit & impact

Better

How to **Scale** partners?

- Structuring better partnership terms and programs
- Partner planning and program management

Partners.

How to **Optimize**?

- Resources and forecasts are documented
- Move beyond the referral to an "MVP" program

A lot depends on how you fit the pieces together, managing silos and enabling your people with the right processes, tools, and partners.

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Our Approach to Sourcing Better Partners.

**Purpose /** Identify, onboard, and scale multiple impact partnerships to grow your market share.

**Deliverable /** The top 20 partnerships by type, program and segment available based on your market and industry fit.

**Summary /** There are a multitude of partnership opportunities to get your business in front of more opportunities:

- *Partner Types:* Referral, Reseller, Channel, Affiliate, Strategic Alliance, Joint Venture, etc.
- *Partner Programs:* Comarketing, Coselling, Private-label, VAR, ISV, etc.
- *Partner Segments:* Platforms, Marketplaces, Membership Groups, Global, etc.

**Goal /** Identify partnerships which lower your cost of new customer acquisition.

**Approach /** Sourcing better partners starts with building a more attractive partner program than your competitors. The right partner strategy ensures that your setup for success.

Action Item	Objective	Scope and Recommendations
1. Partner Landscape Analysis	Do you have the Right Partners?	<b>Prioritize</b> the partner opportunities based on their <b>impact on profitability</b> starting with an analysis of the existing partners landscape: By Market, By Product, and By Channel to prioritize the readily available opportunities.
2. Update Your Plan	Do you have the Right Partner Programs?	<b>Define the partner plan</b> and programs based on the most valuable opportunities prioritized based on the revenue forecast for each priority partnership.

Do you have the right partners to execute your strategy?	Contact us for a pragmatic list of partner options and recommendations.
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