



QUICK START GUIDE #1

The Essentials To Create A World Class Partner Recruiting Program

Utilize this Quick Start Guide by following the 4 stages and steps within each. These will provide you with the proven Tactics and Actions along with Resources including recorded video lessons and paint by numbers worksheets to start and grow your Partner Powered Revenue Program. Your journey building a Partner Powered Revenue Program comes from real world hand's on experiences from top industry experts and practitioners at the SEBS team. SEBS also provides an invite-only member Peer Group and Advisory Services.

– Todd Hussey Founder and CEO, SEBS

Define Your Ideal Customer Profiles, Personas, Needs And Your Goals

<p>To recruit the correct partners, it is critical to begin with the end in mind - your Ideal Customer Profiles (ICPs) and individual buyer personas within each of your ICPs. This entails defining your ICPs, the buyer personas, their buying behavior, who and what influences them including where they go for information, their business needs and what types of partners they already rely on.</p>	Tactics and Actions	Resources
	Define your ICPs (Ideal Customer Profiles) and target buyers	
	Understand your ICPs buying behavior and needs	
	Identify your business goals and gaps	
	Define how your solutions fit your ICPs needs	

Create Your Value Proposition, Better Together Story, Content And Strategy

<p>You need Ideal Partner Profiles (IPPs) facing value propositions. First you must define your IPPs in the same manner you created your ICPs. Next is to focus on your "better together" story ie why you and your IPPs collectively can provide better outcomes to end customers vs going alone. Also focus on why you are unique and how 1+1=3. Focus on how your IPPs can make high margin services revenue and not only commissions on product.</p>	Tactics and Actions	Resources
	Win themes to articulate your better together value proposition	
	The significance of APIs to your value proposition	
	Create your partner facing better together value prop content	
	How to differentiate your company and solutions	
	Gives and gets in a partner powered revenue model	

Prepare Your Business To Embrace, Work As A Team And Win With Partners

<p>Creating a successful and profitable Partner Powered Revenue Business is as much internal work as it is external work. Getting buy in from the executive team is critical. The exec team must be educated and presented with a smart plan on how a partner GTM with supplement existing GTM initiatives as well as add value direct GTM cannot provide. Along with exec buy in the business units must also be in alignment including how to recruit, enable, support a partner GTM as well as compensation considerations. Targeted decks are a great idea here.</p>	Tactics and Actions	Resources
	Identify potential points of friction in your business	
	Essential elements of partner training	
	Align your teams for partner success	
	The importance of cultural fit with partners	
	Compensation considerations	
	Executive buy in and resource allocations	

Create Your Partner Recruiting And Partner Success Program

<p>Recruiting partners is much more challenging than it was even a few short years ago when there was 1-2 partner types. You now need to recruit partners based on your ICPs and the buying behaviors and needs of the individual personas within these ICPs. You could easily find that you have up to 6 IPPs. This will require a very concerted effort into where to find these IPPs ie watering holes and utilize your IPP specific value props. The morale to the story here is leverage the work you have done.</p>	Tactics and Actions	Resources
	Define your co-sell partners	
	Understand a good vs bad partner fit	
	Partner governance	
	Track partner success	

Technology and Services Solutions

<p>Efficiencies and automation are critical to cost effectively build and scale your Partner Powered Revenue Program. This will include SaaS as well as potential services.</p>	Tactics and Actions	Resources
	Introductions to some best of breed SaaS and services.	

