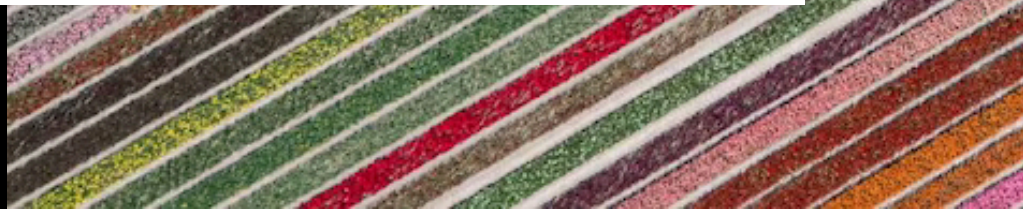
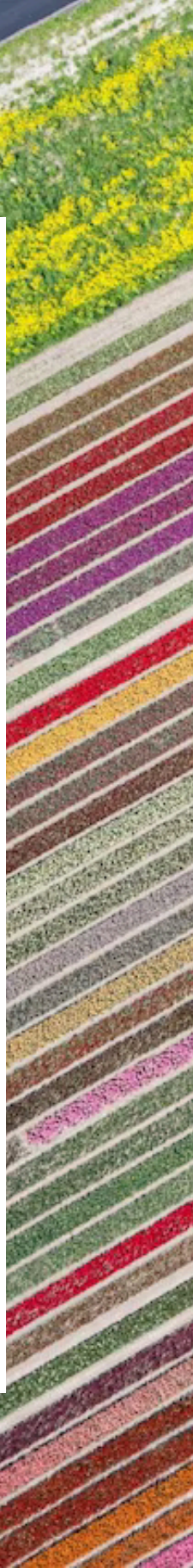
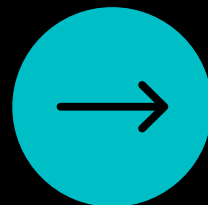




Building a Strong Partner Network:

A Guide for Tech Companies.





Partnership → *Glossary*

Here are the key terms used in the guide. For a comprehensive list of partnership terms, please visit the [PARTNER2B Glossary](#).

Partner Network

A partner network comprises a vendor's group of tech partners, affiliates, referral partners, and resellers who market and sell the vendor's products, earning commissions based on their agreements.

Partner Program

A partner program is a detailed document that outlines partnership opportunities for technology and channel partners. It includes partner types, incentives, and terms and conditions.

Partner Pipeline

A partner pipeline is a list of companies that fit your partnership criteria and could become technology or channel partners for your business.

Ideal Partner Profile (IPP)

An Ideal Partner Profile (IPP) is a vital description of partners who can help your company achieve its goals.

Guide



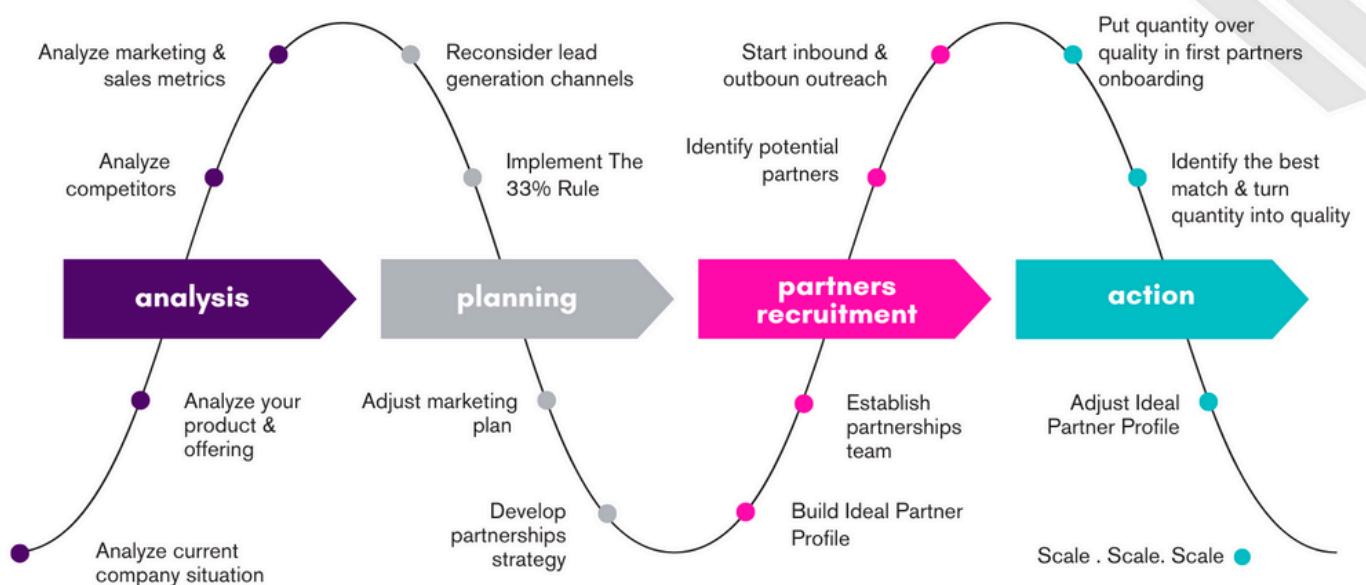
→ Introduction

In the competitive world of tech, building a strong partner network can be a game-changer. Whether you're a startup or a scale-up, partnerships can open doors to new markets, enhance your product offerings, and drive significant growth.

But how do you build a partner network that's both robust and sustainable? This guide will take you through the four essential stages of building a partner network, providing you with insights, and practical tips to help you succeed.

let's make **b2b partnerships simple**

building your **b2b partner network**: a step-by-step guide from analysis to action



Stage 1.



→ Analyze Your Current Situation

Assessing your company goals

Before you can build a successful partner network, you need to understand your company's current situation. Start by analyzing your goals.

Are you looking to expand into new markets, increase sales, or enhance your product offerings?

Understanding your objectives will help you tailor your partner network strategy to meet these goals.

Analyzing Competitors

Understanding your competitors is another critical step. What are their sales channels?

Do they have a partner network? What is their pricing model? Analyze their strengths and weaknesses, and identify the markets they cover.

This information will help you position your product more effectively and identify potential partners who can help you compete more effectively.

Evaluating Your Product Offering

Next, take a close look at your product.

Does it fit the market? Does it have the features that customers are looking for? Is your pricing transparent and clear? Customer satisfaction is also crucial.

Gather feedback from your existing customers to understand their pain points and areas of satisfaction. This will help you identify what makes your product stand out and where improvements are needed.

Reviewing Marketing & Sales Metrics

Finally, analyze your marketing and sales metrics.

What is your Customer Acquisition Cost (CAC)? What are your conversion rates, retention rates, and churn rates? Are these metrics growing or declining?

Understanding these metrics will help you identify areas for improvement and opportunities for growth.

Stage 2.



→ *Planning Your Partner Network*

Reconsidering Lead Generation Channels

With a clear understanding of your current situation, it's time to start planning your partner network.

Begin by reconsidering your lead generation channels. Are you relying too heavily on one source?

Diversify your lead generation efforts to include inbound, outbound, and partner-generated leads - The 33% Rule in Lead Generation. This balanced approach will help you reach a broader audience and increase your chances of success.



Aligning with Marketing

Next, collaborate with your marketing team to refine your marketing strategy. Partners are drawn to strong, established brands, making it crucial to develop a robust brand presence. Incorporate marketing activities aimed at potential partners into your plan—Account-Based-Marketing (ABM) proves particularly effective for partner recruitment.

Add a partner page to your website to demonstrate your commitment to building a strong partner network and your openness to discussions. Highlight the key benefits of your partner program to attract and inform potential partners.

Developing Partnership Strategy

Finally, develop a comprehensive partnership strategy. This should include a clear vision for your partner network, specific goals, and a detailed plan for achieving them.

Create a partner program that outlines the benefits and expectations for both parties. This will help you attract high-quality partners and set the stage for successful collaborations.

Stage 3.



→ Partner Recruitment



Remember, recruiting partners is often the greatest challenge in building partner networks for most companies.

Building an Ideal Partner Profile (IPP)

With your strategy in place, it's time to start recruiting partners. Begin by building an Ideal Partner Profile (IPP) based on your strategy.

This profile should include the characteristics and qualities of the partners you're looking to recruit. This will help you identify the best potential partners and streamline your recruitment efforts.

Identifying Potential Partners

Identify potential partners by researching companies that align with your IPP. Look for businesses that complement your product or service and share your target audience. Use online directories, industry events, and networking opportunities to find potential partners.

Once you've identified potential partners, gather their contact information and start your outreach efforts. The simplest approach is to use the "Find Partners" tool from PARTNER2B, which includes over 1,000 companies engaged in building partner networks.

Building a Partnership Team

Next, assemble a partnership team. If you don't have the resources to build a dedicated team, you can use your existing staff.

The ideal fit would be the Business Development or Sales team. If you go this route, remember to align their motivations accordingly, as sales KPIs and partnership KPIs can conflict in terms of short-term and long-term goals.

Starting Outbound Outreach

Begin your outbound outreach by prospecting potential partners. Before reaching out, ensure that your marketing activities are aligned with your partner recruitment efforts.

Add a partner page to your website, generate content targeting potential partners, and use account-based marketing (ABM) campaigns to attract their attention. This will help you build credibility and create a strong foundation for your outreach efforts.

Stage 4.



→ Action Stage

Prioritizing Quantity Over Quality

In the action stage, prioritize quantity over quality initially. This will help you gather enough data to analyze and identify the best matches for your partner network. Reach out to a large number of potential partners and track their responses.

This will give you a better understanding of what types of partners are most interested in your offering and how you can improve your recruitment efforts.

Identifying The Best Match

Once you've gathered enough data, start identifying the best matches based on the information you have.

Look for partners that align with your IPP and have shown a genuine interest in your product or service.

These partners are more likely to be successful collaborators and contribute to the growth of your network.

Adjusting Your IPP Regularly

Regularly adjust your IPP based on the data you've gathered and the feedback you've received. This will help you refine your recruitment efforts and ensure that you're attracting the best possible partners.

Continuously analyze your partner network and make adjustments as needed to keep it aligned with your goals and objectives.

Scaling Your Partner Network

With a solid foundation in place, it's time to scale your partner network.

Continue recruiting new partners, refining your strategy, and improving your processes.

As your network grows, you'll gain valuable insights and experience that will help you make more informed decisions and achieve greater success.

IPP Description

IPP #1 (Example)

! Bonus !

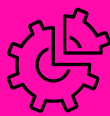
Company Industry	Software Development
Company Product	KYC/KYB
Company and Product Description	Integration expertise. Knowledge of compliance. English speaking
Company Size	11-50
Company Location	UK preferable, but not compulsory. KYC providers are not geo-sensitive
Partner Target Audience	Banks. Alternative lenders. Embedded finance. MFIs.
Type of Partnership	Technology Partner



Value by

→ *Partner Type*

! Bonus !



tech partnership

Who partners?	Vendor + Vendor
What is the main company challenge?	<ul style="list-style-type: none">• Clients require more features;• Loss of competitive advantage due to lack of innovations
What are the benefits?	<ul style="list-style-type: none">• Extended offering with zero investments;• Access to new audience



channel partnership

Who partners?	Vendor + Selling Partner
What is the main company challenge?	<ul style="list-style-type: none">• Customer Acquisition costs grow in direct sales;• Market share is decreasing or not growing
What are the benefits?	<ul style="list-style-type: none">• New revenue stream with lower Customer Acquisition Costs;• Faster go-to-market

While the distinction between partnership types may be subtle, here is a highlight of the key benefits of each category at a strategic level.

Keep in mind that a tech partner could also serve as a channel partner simultaneously.



Happy → *Partnering!*

You can search for the right b2b channel & technology partners at the [PARTNER2B Find Partners](#) tool. Companies may be filtered by target industry, location, partner type. To learn about the potential partner product/service, please refer to a discription on a company profile.

Do you have more questions about Partership Strategy?

Do you need to adjust a Partner Program?

Do you want to get more details how to onboard potential partners?

Let's chat!

hello@partner2b.com