



Elena Zapolyanskaya

# 10 Must-Know Facts About Partnerships Every Founder Will Love

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**DEALS WITH PARTNERS  
HAVE A 40% HIGHER  
AVERAGE ORDER VALUE  
THAN THOSE WITHOUT**

This means that partnering can significantly boost the value of each transaction.

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**DEALS ARE 53% MORE  
LIKELY TO CLOSE WHEN A  
PARTNER IS INVOLVED**

This means that partner-sourced leads are highly qualified.

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# DEALS CLOSE 46% FASTER WITH A PARTNER

This means speeding up your sales cycle.

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## 58% OF REVENUE FOR TOP- PERFORMING COMPANIES COMES FROM PARTNERS

Showcasing the financial impact of  
strategic partnerships.

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**45% OF COMPANIES WITH  
ESTABLISHED PARTNER  
PROGRAMS REPORTED AN  
INCREASE IN BRAND  
AWARENESS**

Making partnerships a key factor in  
brand strategy.

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# 06

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## 50% OF EXECUTIVES SAY PARTNERSHIPS HELP THEM ENTER NEW MARKETS

Expanding their business reach.

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# 07

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## 80% OF COMPANIES BELIEVE PARTNERSHIPS IMPROVE THEIR COMPETITIVE ADVANTAGE

Solidifying their market position.

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08

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**55% OF COMPANIES WITH  
PARTNERSHIPS REPORT  
INCREASED CUSTOMER  
SATISFACTION**

Enhancing customer loyalty and  
retention.

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**60-70% OF TODAY'S MOST  
VALUABLE BUSINESSES HAVE  
MADE ECOSYSTEMS AN  
INTEGRAL PART OF THEIR  
CORE BUSINESS MODEL**

Showcasing the importance of  
integrated networks.

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# 10

**ATLASSIAN'S ECOSYSTEM  
INCLUDES OVER 700 CHANNEL  
PARTNERS THAT ACCOUNT FOR  
ONE-THIRD OF ITS BUSINESS**

Demonstrating the power of a  
strong partner network.



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Thanks for your time!

I'm Elena. I share tips to help founders build strong partner networks and make b2b partnerships simple.

If you find my content valuable, [follow me](#) and subscribe to my weekly newsletter [here!](#) ✨

Let's make b2b partnerships simple!

Regards,  
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