



PARTNER FUNNEL & PARTNER PIPELINE

partner journey stages model

A partner pipeline and funnel guide you through the partner lifecycle.

Start at the top with new leads, then follow their path downward as relationships deepen and partnerships become more valuable.

WHAT IS PARTNER PIPELINE?

A partner pipeline is a pool of companies that fit your IPP (Ideal Partner Profile) and could become technology or channel partners for your business.

This means that they provide a product or service that complements your own and could potentially help you reach new customers or improve your existing business process.

AWARENESS

Prospecting

Boost brand awareness. Make partners mention your brand. Combine inbound and outbound activities.

DISCOVERY

Discovery

Qualify potential partners according to your Ideal Partner Profile (IPP).

INTENT

Recruitment

Partnership terms negotiations. Finding mutual value.

DECISION

Contracting

Contracting and onboarding of new partners

LOYALTY

Retention

Partner management