



# B2B PARTNER TYPES

## ultimate cheat sheet

GUIDE

	Channel partners			Technology partners	Strategic partners
	Referrals	Resellers	System Integrators		
Company goal	<ul style="list-style-type: none"> <li>Expand market reach</li> <li>Generate qualified leads</li> <li>Leverage word-of-mouth marketing</li> </ul>	<ul style="list-style-type: none"> <li>Increase sales volume</li> <li>Enter new B2B markets or industries</li> <li>Extend brand reach</li> </ul>	<ul style="list-style-type: none"> <li>Penetrate enterprise market</li> <li>Handle complex implementations</li> <li>Offer comprehensive solutions</li> </ul>	<ul style="list-style-type: none"> <li>Enhance product functionality</li> <li>Increase product value proposition</li> <li>Improve user experience</li> </ul>	<ul style="list-style-type: none"> <li>Drive long-term growth and innovation</li> <li>Gain competitive advantage</li> <li>Access new technologies or capabilities</li> </ul>
	<b>b2b matchmakers</b>	<b>b2b sales channels</b>	<b>b2b solution architects</b>	<b>b2b product enhancers</b>	<b>all-in-one partnership</b>
How they help reach goals	<ul style="list-style-type: none"> <li>Introduce to potential business clients</li> <li>Provide warm leads</li> <li>Enhance credibility in new markets</li> </ul>	<ul style="list-style-type: none"> <li>Sell solutions to new B2B markets</li> <li>Offer local market expertise</li> <li>Provide additional sales resources</li> </ul>	<ul style="list-style-type: none"> <li>Fit product into larger business solutions</li> <li>Offer expertise in complex integrations</li> <li>Provide end-to-end implementation</li> </ul>	<ul style="list-style-type: none"> <li>Create "Better together" solutions</li> <li>Integrate complementary B2B products</li> </ul>	<ul style="list-style-type: none"> <li>Collaborate on B2B product development</li> <li>Joint B2B go-to-market strategies</li> <li>Deep, long-term business alignment</li> </ul>
Typical arrangement	Commission-based on successful referrals	Resell products with markup (Branded or White-Label)	Project-based fees or ongoing service contracts	Integration partnerships, often with revenue sharing	Often involve equity stakes or significant investments
Best suited for	<ul style="list-style-type: none"> <li>Products with strong word-of-mouth potential</li> <li>Solutions suitable for a wide range of businesses</li> </ul>	<ul style="list-style-type: none"> <li>Products with broad market appeal</li> <li>Solutions that benefit from local expertise</li> </ul>	<ul style="list-style-type: none"> <li>Complex, enterprise-level solutions</li> <li>Products requiring customization</li> </ul>	<ul style="list-style-type: none"> <li>Products that benefit from complementary functionalities</li> <li>Platforms seeking to build an ecosystem</li> </ul>	<ul style="list-style-type: none"> <li>Companies seeking transformative growth</li> <li>Businesses aiming for market leadership</li> </ul>
Examples	<ul style="list-style-type: none"> <li>Independent consultants</li> <li>Industry influencers</li> <li>Complementary service providers</li> </ul>	<ul style="list-style-type: none"> <li>Value-added resellers (VARs)</li> <li>Distributors</li> <li>E-commerce platforms</li> </ul>	<ul style="list-style-type: none"> <li>IT consulting firms</li> <li>Large technology consultancies</li> <li>Specialized integration companies</li> </ul>	Enterprise CRM integrating with B2B marketing automation, or fintech partnering with b2b banking software	Salesforce and Slack, IBM and Red Hat
Onboarding budget	low	medium	high	medium	high