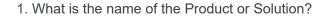
Ideal Partner Profile



Worksheet

This worksheet is designed to help Channel Teams align on the key attributes that define who their ideal partners are. Regardless if a channel is established or just starting, this is the blueprint for success in prospecting and/or reviewing existing partners.

Foundational Questions



2. Align product to category it belongs to. List out the keywords and phrases (5-10)

3. What is your partner program model? 5-6 selections (white label, resell, wholesale, referral, affiliate, other)

Partner Persona

1. List your Ideal Partner Reseller Company Type/Business Model.
1. Provide 3-5 products, solutions, and/or services that your Ideal Reseller Partners be offering and
nave expertise in?
Competitive Landscape 1. Name your top 3-5 competitors
2. Competitor product names?

Competitive Landscape (continued)

3. N	ame 3-5 adjacent vendors
4. A	djacent product names
Cu	stomer Persona Alignment
1. l	List the top 3-5 vertical markets your Ideal Reseller Partners are selling to?
2. \	What size businesses would your Ideal Reseller Partners mostly be working with?
3. \	What type of business(es) would your Ideal Reseller Partners be selling to? (Different from verticals,

4.	Do you have any specific geographic preferences for finding Reseller Partners: Countries & States?
Α.	
	dditional Qualifications
1.	What compliance status would your Ideal Reseller Partner have?
2. V	What partner programs would your Ideal Reseller Partners be participating in?
3. V	What certifications would your Ideal Reseller Partner have likely earned?
5.	List 5 or more website URLs of your current resellers who are excellent. This is an important step — do not underestimate its value.

Additional Qualifications (Continued)

6. Prioritization and important key terms & phrases: Of all the details about your Ideal Partner above, what would you say is/are the very top priority you care about?



Ready to start uncovering and qualifying partner prospects at lightning speed?

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