

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

1. What is the name of the Product or Solution?

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 have expertise in?

Competitive Landscape

1. Name your top 3-5 competitors

2. Competitor product names?

Competitive Landscape (continued)

3. Name 3-5 adjacent vendors

4. Adjacent product names

Customer Persona Alignment

1. 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?

Additional Qualifications

1. What compliance status would your Ideal Reseller Partner have?

2. What partner programs would your Ideal Reseller Partners be participating in?

3. 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?



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