

# WORKSHEET OVERVIEW

## Partner Ecosystem Development – **Building & Beyond** Channel Context



### Building

1	<b>Identify Target Market &amp; Customer Buying Behavior:</b> <i>for the solution being sold, what product, competition and target customer/buying behaviors are you recruiting for?</i>
2-3	<b>Determine the Average Selling Prices (ASP):</b> <i>for On-premise deals, then again for Monthly Recurring Revenue (MRR). If historical data is lacking, use product beta results and internal services or product groups to help estimate the typical deal.</i>
4	<b>Describe the Competition:</b> <i>find it in the Navigator, on the job, look to development and product management, product marketing, field sales or even Partners if the product has been available.</i>
5	<b>Describe the Typical Buyer:</b> <i>find it in the Navigator, on the job, look to development and product management, product marketing, field sales or even Partners if the product has been available.</i>
6	<b>Describe the Use Cases:</b> <i>find it in the Navigator, on the job, look to development and product management or product marketing. For an established product, Partners are a great source of use cases.</i>
7	<b>Identify the preferred Business Models (aka Routes to Market):</b> <i>determine which Partner types or business models have selling access to the targeted market and buyer. Customer research may be required for a new product by the R&amp;D or brand management organization.</i>
8	<b>Complete the Ideal Partner Profile</b> <i>what is the PROFILE of a partner who is likely to succeed in your channel program that has selling access to the targeted Customer AND can provide the solution?</i>
9	<b>Complete Capacity Plan:</b> <i>based on the average productivity of a typical partner in the program, how many partners do you need ... where do you need them? (Phase 3)</i>

### Channel Context

### Beyond

#### Program Development

10	<b>Prioritize Budget Spend:</b> <i>for the solution being sold, what product, competition and target customer/buying behaviors are you recruiting for?</i>
11	<b>Build Education, Marketing, Sales &amp; Support Components:</b> <i>of the Partner Program against the channel context, specifically to achieve revenue goals and to make the Ideal Partner in the Profile profitable. Indicate how you can afford to cover your targeted Channel Partners ... programmatically via portal? Via distribution? Or manage with account managers?</i>
12	<b>Write and/or Deliver the Partner Value Proposition:</b> <i>what are you asking the partner to do, how will he differentiate himself and make money as a result? How long will it take?</i>