STRATEGIC PARTNERING PLAN (SPP)

PARTNERNOMICS

DATE:

1. EXECUTIVE SUMMARY

*This section provides a general overview of this specific partnering initiative, including the deepest segmentation. This portion of your SPP should be one paragraph in length and provide the reader with key points of your partnering initiative.

2. PROBLEM BEING ADDRESSED

*This section outlines the key issue(s) in the market this partnership initiative will address.

Example:
B2B partnership failure rates are estimated to be 70% to 85% at the two-year mark. Failed partnerships are costing companies trillions in revenue globally every year. Corporate professionals do not have access to a comprehensive partnership methodology that facilitates long-term partnership success.

3. PURPOSE OF THE PARTNERING INITIATIVE

*What capabilities or solutions will result from this partnering initiative?

The purpose of this partnering initiative is to launch a referral partnering program with 10-15 complementary SaaS platforms that can effectively market and prospect the suite of PARTNERNOMICS online courses and coaching solutions to thousands of companies across the world.

4. APPROACH (Partnership type, Deal terms = Needs/Wants/Limits)

*Which partnership types are you looking to execute? What are the major deal terms your executives are interested in achieving? Which **companies are you interested in pursuing** as potential partners for this initiative?

This section of your SPP will evolve as you move deeper into the partnering process. Be sure to document your intentions and key deal terms here, first, so you establish clarity on strategic intent. You will be able to use this section of your SPP to create your initial Term Sheet, which will be covered in a later lesson (Partnering Process).

Our intent is to establish a Referral partnering program.
We intend to execute a multi-year agreement, non-exclusive, 20% revenue share, quarterly revenue minimums, 1 hour of training for sales reps, and include monthly promotional commitments.

5. STRENGTHS

*Identify the strengths that make your company an attractive partner with respect to this partnering initiative. Each of your strengths will be the "power" that your company possesses in a potential relationship. That is, your strengths are unique capabilities that can add value to prospective partners.

PARTNERNOMICS is the only comprehensive partnership methodology in existence. We offer online courses, cohort coaching, and a state-of-the-art software solution named, PARTNERNOMICS IQ, that facilitates all aspects of the partnering process. Our implementers and coaches are recognized industry experts. Thousands of companies across the globe have implemented the PARTNERNOMICS methodology. Our learning management system and mobile app are seamlessly integrated.

6. WEAKNESSES

*Identify areas for improvement with respect to this partnership initiative. Your organization's weaknesses are open invitations to partnerships to shore up deficiencies.

Our company is young - we were founded in 2014. When compared to global consulting and training organizations, our brand is not as well known and our list of prior clients is smaller. Our organization has a relatively small sales team as compared to our global education competitors.

7. OPPORTUNITIES

*Identify the external market forces that could create "tailwinds" for your partnering initiative. These items will highlight your strengths and be reasons other organizations would want to partner with your company.

Simply put, partnering is the future of organizational success and almost every partnering team is operating without a cohesive partnering methodology, which leads to a 70-85% failure rate. However, many recent studies show the ROI for B2B partnering is greater than organic and acquisition approaches.

- 75% of commerce happens through partnerships (Canalys).
- 38% of CEOs say partnerships are their dominant strategy for growth (KPMG).
- 76% of CEOs say their current business model will be unrecognizable in 5 years and the leading reason is partnership networks (Accenture).
- Every company must grow its quantity of partners by 10X within the next 5 years (Forrester).
- The 2020s is seeing a 50% increase in workload among partnership professionals (IDC).
- There has been a 360% increase in the number of Partnership Managers hired in the US over the past 5 years (LinkedIn).
- 85% of executives say strategic partnerships are important for their growth, but only 33% believe their organizations have the processes and know-how to execute successfully (CMO Council).

- ➢ The expected "success rate" of individual channel partnerships is less than 15% at the two-year mark (PARTNERNOMICS).

8. THREATS

*Identify the external, market forces that may create "headwinds" and challenge or derail your partnering initiative.

Some economists are predicting a recession within the next 18 months. When recessions hit, training budgets are usually the first to get cut. Second, given the growing importance of the discipline of partnering, numerous national educational firms could enter the market and offer competing programs.

9. ASSUMPTIONS

*Assumptions are untested beliefs and opinions that must be tested through further research. Major assumptions create blind spots in an organization's strategy. By eliminating, or at least reducing assumptions, your organization will be equipped to deliver more predictable results.

- Complementary SaaS platforms will be willing to work with small, independent training and coaching companies such as PARTNERNOMICS.
- These organizations will want to offer courses in strategic partnering.
- We will be able to negotiate deal terms that will be beneficial for both parties.
- These organizations will not see our existing relationships with their competitors as a conflict or barrier.

10. RISKS

*Unlike "threats" which are external, "risks" are internal factors that may challenge or derail your partnering initiative. Risks are easier to mitigate as your company has more control over potential outcomes.

- Our PARTNERNOMICS IQ software business unit could accelerate its growth which would reduce the amount of time/resources available to manage referral partners.
- Our Learning Management Platform may need a dedicated server due to increased traffic which would be a significant new investment.
- We may need to invest in a Partner Relationship Management (PRM) system in order to effectively operationalize this referral partnering initiative.

11. REQUIREMENTS (Internal Only)

*Identify the key requirements that are necessary to execute this partnering initiative. Requirements for your partnering initiative may include: a set amount of time, financial investment(s), technical expertise, real estate, machinery, travel, hardware, software, patents/trademarks, attorneys, and/or consultants, just to name a few.

- 1/3 FTE channel manager
- $1,000 / mo marketing spend
- 5 hours/week for marketing resources

12. GOALS

*With respect to your Strategic Partnering Plan, we recommend you identify **only** three goals. That is, what are the 3 most significant outcomes that your executives want to accomplish as a result of this partnering initiative? It is acceptable to set SPP goals at a one to two-year outlook.

Later, the SPP goals will be mapped to an individual partner or group of partners that will be responsible for accomplishing the SPP goals. By limiting this exercise to 3 goals, your team will clearly understand the partnership initiative's priorities.

- Average $20k per month in gross revenue from this SPP by the end of year 1.
- Shift course sales from 100% direct to 80% direct (or less), by the end of year 1.
- Have referral partner Net Promoter Score of 20+ by the end of year 1.