

Are you ready to grow your business and  
see real results in 90 days?

**YES, YOU CAN!**

With the  
**PARTNERNOMICS<sup>®</sup>**  
**QUICK LAUNCH**  
**PROGRAM**

[Book a Call →](#)



**PARTNERNOMICS<sup>®</sup>**  
The Science of Partnering<sup>®</sup>

For 10 years, **PARTNERNOMICS®** has helped thousands of companies from 85+ countries improve profitability by leveraging the science of partnering.

**We can help you too!**



**THE TRADITIONAL SALES MODEL IS BROKEN!**

**WHY?**

**SO MUCH NOISE!**

- The overuse (abuse) of automated prospecting systems (email, phone, social media) has caused customers to stop listening.
- The cost of gaining new customers has nearly doubled over the past 3 years.

**HOW CAN YOU WIN?**

**LEVERAGE PARTNERSHIPS**





# READY TO GROW PROFITS WITH PARTNERSHIPS?

## 90-DAY QUICK LAUNCH PARTNER PROGRAM 4 STEP REVENUE GROWTH GUIDE

The **PARTNERNOMICS® Quick Launch Program** takes a business from “zero” to partner-sourced opportunities in 90 Days. The traditional recipe for “top of the funnel” opportunities is broken. The cost of acquiring new customers has skyrocketed in recent years. This innovative program delivers a time-tested growth strategy that methodically leverages your client’s ideal customer ecosystem to accelerate profit growth.

By leveraging the trusted relationships of your ideal customer, you will **fast-track prospecting** and **sales cycles** which leads to **faster closes** and **greater revenue**. The **Quick Launch Program** has your company implement the core frameworks of the PARTNERNOMICS® methodology, which is used by thousands of companies across 85 countries.

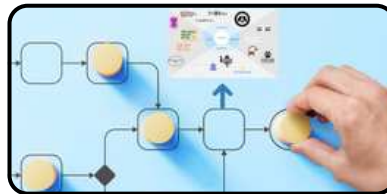
1



### Identify Ideal Customer Profile

Discover and target specific customer segments, focusing on high-value prospects that align with your products or services.

2



### Map Ideal Customer Profile Ecosystem

Identify and connect with complementary B2B companies that have trusted relationships with your ideal clients, creating a robust ecosystem of partners.

3



### Evaluate Company's Alignment with ICP Ecosystem Players

Utilize our proprietary PARTNERNOMICS Scoring Tool to evaluate potential partners for strategic and financial fit, ensuring high alignment to maximizing partnership ROI.

4



### Forge Partnerships & Optimize Execution

Implement a structured partnership plan with clear goals, metrics, and communication channels to drive success and sustained momentum.



# QUICK LAUNCH PROGRAM

by PARTNERNOMICS®

1st MONTH



Identify Ideal  
Customer Profile



Identify Ideal  
Partner Profile



Create Strategic  
Partnering Plan

2nd MONTH



Create Term Sheet



Identify Partner  
Candidates

Evaluate Partner  
Candidates' Fit



Execute Partnership  
Agreements



3rd MONTH

Execute First  
90-Days Plan



Conduct Partner  
Biz Reviews



Track & Optimize  
Performance



90 DAYS

# QUICK LAUNCH PROGRAM BOOT CAMP

## SESSION 1



### INTRODUCTION



IDENTIFY IDEAL  
CUSTOMER PROFILE

## SESSION 2



IDENTIFY IDEAL  
PARTNER PROFILE



CREATE STRATEGIC  
PARTNERING PLAN (SPP)

## SESSION 3



CREATE TERM SHEET



IDENTIFY PARTNER  
CANDIDATES

## SESSION 4



EVALUATE PARTNER  
CANDIDATES' FIT

## OPTIONS:

**Includes Quick Launch Course  
& Certified Instructor**

1. **Cohort:** Participate in a 7-week instructor-led boot camp with up to 10 other business professionals (\$1,490 per person).
2. **Team:** Private boot camp for your company at your customized pace (\$495 per person + pricing below).

## SESSION 7



SCALE



CONDUCT PARTNER  
BIZ REVIEWS

## SESSION 6



TRACK & OPTIMIZE  
PERFORMANCE



EXECUTE PARTNERSHIP  
AGREEMENTS

## SESSION 5



EXECUTE FIRST  
90-DAYS PLAN

## CHOOSE YOUR PLAN

### CONSULTING

(Done For You)



- LICENSE TO PARTNERNOMICS® FRAMEWORKS
- FULL (20% FTE) AND PARTIAL (10% FTE)
- EXECUTIVE TEAM PARTICIPATION
- \$5-10K PER MONTH
- 3-MONTH ENGAGEMENT

TEAM BOOT CAMP - OPTION 1

### COACHING

(Done With You)



- LICENSE TO PARTNERNOMICS® FRAMEWORKS
- 1-HOUR WEEKLY COACHING MEETINGS
- 1-HOUR EMAIL/SLACK SUPPORT PER WEEK
- \$2,500 PER MONTH
- 3-MONTH ENGAGEMENT

TEAM BOOT CAMP - OPTION 2

### COURSES

(Done By You)



- LICENSE TO PARTNERNOMICS® FRAMEWORKS
- 2 VIDEO-ON-DEMAND COURSES
- UNIVERSITY-ACCREDITED CERTIFICATION
- LIFETIME CONTENT ACCESS
- \$495 (ONE TIME FEE)
- SELF IMPLEMENTATION

We offer three engagement plans, fractional **consulting**, **coaching**, and **courses** to help you implement the **PARTNERNOMICS® Quick Launch Program** while staying aligned with your budget. We are firm believers in meeting every business leader where he/she is in terms of partnership skills, timing, and the investment to execute a powerful growth initiative.

Our engagement model efficiently delivers the resources that you need to build and/or tune a scalable partnership program, one that will generate meaningful revenue and accelerate your business' growth.

The **Quick Launch Program** can fast-track the development of any size, age, and industry of business. There is a reason **95%** of Microsoft's revenue comes by way of partnerships - it works!





## THE PROCESS & INVESTMENT

- 1 Receive a no-obligation consultation to see if the Quick Launch Program is right for your company.
- 2 Select an engagement package (consulting, coaching, or courses).
- 3 First month: Define partnership strategy and identify ideal partner profile.
- 4 Second month: Develop partner marketing/outreach strategy and content.
- 5 Third Month: Recruit (contract) initial set of partners and enable mutual success.
- 6 Receive initial partner-sourced referrals within 90 days.
- 7 Conduct Partner Business Reviews with key partners and manage to a joint execution plan.
- 8 Continue to grow your program(s) and implement technology to facilitate scaling and optimization.

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75% of global commerce happens through partnerships.

~Forrester Research

“

76% of business executives believe their current business model will be unrecognizable in 5 years - shifting to more partnerships.

~Accenture

The abuse of automated outreach systems (email, phone, social) has rendered the traditional revenue model ineffective.

Millions of small businesses are primed to leverage a partnership program to deliver predictable revenue to their company.

Rather than 'hope' cold prospecting works, leaders can achieve predictable revenue by building relationships with trusted ecosystem companies.

By implementing the **PARTNERNOMICS® Quick Launch Program** you will build a solid revenue-generating foundation that will provide fuel for future growth.

When effectively implemented, clients obtain a flow of qualified leads within 90 days. These high-value opportunities come from your ideal customer's ecosystem, which results in faster closes, larger deal sizes, and greater client satisfaction.

Request a no-obligation consultation today to see if the **PARTNERNOMICS® Quick Launch Program** is right for you.



# FAQs

- Will partnerships help me close deals faster?

A: Yes, studies show deals close 43% faster when leveraging partnerships (~Crossbeam).

- Are most companies shifting to leverage partnerships now?

A: Yes, Forrester Research claims companies must increase their current level of partnerships by 10x over the next five years to stay competitive. Partnering is the future for growth.

- How many companies are leveraging the PARTNERNOMICS® methodology?

A: Over the past 10 years, thousands of professionals from 85 countries use PARTNERNOMICS®.

- How long will it take to get partner-sourced leads flowing in?

A: Most clients receive partner-sourced lead flow within 90 days of starting the Quick Launch Program.

- What is the fastest way to get the Quick Launch Program implemented in my company?

A: Utilize one of our Certified Implementers to fast-track your time to revenue.

- I'm on a tight budget. What is the least cost way to get started?

A: Become a Pro member of PARTNERNOMICS® and follow the Indirect Sales Partnerships course.

- Will I be able to download and use each of the PARTNERNOMICS® framework tools?

A: YES, all three engagement plans will give you the tools you need for the Quick Launch Program.

- Do you offer cohort training programs for people self-implementing the Quick Launch Program?

A: Yes, you can participate in our PARTNERNOMICS® Boot Camp program and receive additional support.

- Can I schedule a time to speak with a Certified PARTNERNOMICS® Implementer to learn more?

A: YES, go to our website and book a free consultation.

