



TIPS FOR STARTING TO BUILD A B2B PARTNER NETWORK WITH LIMITED RESOURCES.



Start by recognizing that partnerships should be part of the current GTM strategy, and make sure your team is on the same page with this plan.

ACT.ACT.ACT

Dedicate 6-12 months of ongoing effort to build a successful partner network.

BE PATIENT

ALIGN GOALS



Align partnerships with current goals. Partner networks should aim to achieve company objectives, not just be seen as add-ons.

DON'T HIRE A PARTNERSHIPS TEAM

To start building a partner network, select employees with a combination of analytical, sales, and managerial skills.

Integrate partner marketing into the current marketing plan. Adjust activities without increasing the budget.