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Building a Winning B2B Partner Program: Your 6-Step Guide



STEP #1

DEFINE YOUR PARTNER TYPES

- Referral Partners: Bring in qualified leads
 - Resellers: Sell your product directly
 - Technology Partners: Integrate and extend your offering

Need help with identifying the right partner type?
Go to the [guide](#)



STEP #2

DEFINE RESPONSIBILITIES

Example for Reselling Partners

You Provide:

- Product training
- Marketing materials
- Pricing strategies
- Technical support

They Handle:

- Entire sales cycle
- First-line customer support
- Achieving sales targets



STEP #3

ESTABLISH FINANCIAL TERMS

- Referral Fees: 10-20% of first-year revenue
- Reseller Discounts: 30-40% off list price
- Technology Partnerships: Revenue sharing or lead-sharing

Remember! Be competitive yet sustainable



STEP #4

MAP THE PARTNER JOURNEY

1. Recruiting

Industry events, LinkedIn, targeted outreach

2. Onboarding

Welcome kit, training, enablement tools

3. Ongoing Support

Marketing. Sales. Tech

Need more details on mapping partner journey?

Go to the [article](#)



STEP #5

ESTABLISH KPIS

Fixed KPIS:

"All partners must bring 5 qualified leads per quarter"

Individual KPIS:

"Partner A commits to \$500K in annual recurring revenue"



STEP #6

CONTINUOUSLY EVOLVE YOUR PROGRAM

- Gather regular feedback
- Be ready to pivot based on performance
 - Adjust your model as needed
 - Stay responsive to partner needs

Remember! Your partner program should grow with your business!



Thanks for your time!

I'm Elena. I share tips to help founders build strong partner networks and make b2b partnerships simple.

If you find my content valuable, follow me and subscribe to my weekly newsletter here! 🌟

Let's make b2b partnerships simple!

Regards,
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