



# PARTNER FUNNEL & PARTNER PIPELINE

partner journey stages model

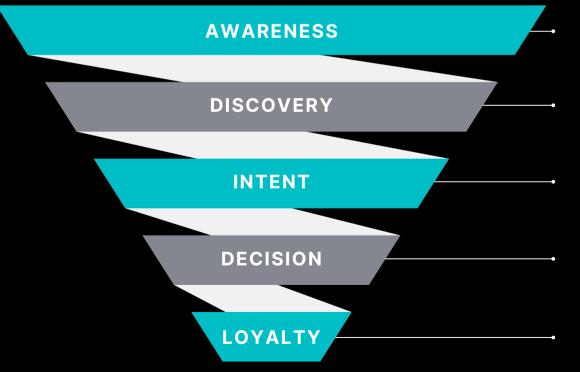
A partner pipeline and funnel guide you through the partner lifecycle.

Start at the top with new leads, then follow their path downward as relationships deepen and partnerships become more valuable.

## WHAT IS .... PARTNER PIPELINE?

A partner pipeline is a pool of companies that fit your IPP (Ideal Partner Profile) and could become technology or channel partners for your business.

This means that they provide a product or service that complements your own and could potentially help you reach new customers or improve your existing business process.



#### **Prospecting**

Boost brand awareness. Make partners mention your brand. Combine inbound and outbound activities.

### Discovery

Qualify potential partners according to your Ideal Partner Profile (IPP).

#### Recruitment

Partnership terms negotiations. Finding mutual value.

## **Contracting**

Contracting and onboarding of new partners

#### Retention

Partner management