



# GUIDE

## IS YOUR B2B COMPANY READY TO BUILD A PARTNER NETWORK?

### 7 Key Questions to Ask

#### Instruction

If you answer "yes" to at least four of these seven questions, your company is likely ready to start building a partner network. If not, take a moment to identify areas needing improvement.



Is your team ready to integrate b2b partner networks into existing GTM strategy?

1

Does your b2b company have goals for growth and expansion?

2

Do you have a clear and tested product offering?

3

Is your sales process smooth and efficient?

4

Is your brand strong or recognizable in the market?

5

Are you ready to invest in partner-focused marketing activities?

6

Do you have dedicated employees to manage partnerships?

7



Answered "yes" to fewer than four questions? No problem! Let's chat and get your b2b ready to benefit from partner networks.