



HOW TO...

IDENTIFY THE RIGHT B2B PARTNER TYPE

based on your company goals

Problem	Description	Partner Type
Not enough leads	<ul style="list-style-type: none">• Insufficient amount of qualified leads• The quality of leads is declining• CAC is increasing	Channel partners: referral, reseller
Entering new markets is inefficient	<ul style="list-style-type: none">• Product requires localization• Prospects buy from local companies• CAC is increasing	Channel partners: system integrator, reseller
Brand awareness is low	Your brand's strength alone is insufficient for growth, and you seek to enhance it.	Channel partners: system integrator, reseller Technology partners
Your offering lacks value	The market requests more features in your solution, so you'll need to expand your product offering.	Technology Partners