



26
PARTNERSHIP
TERMS EVERY
B2B C-LEVEL
SHOULD KNOW



1. ACCOUNT MAPPING

A strategy that centralizes an organization's customer data with their partner's data in a shared CRM.

2. ACTIVATION

Partner activation, unlike onboarding, involves getting recruited partners to perform tasks like sharing links, making referrals, or closing deals, and is measured by their initial performance or consistent revenue.

3. AFFILIATE PARTNERSHIPS

Involve a brand paying third-party content creators to drive traffic and leads to its products or services.

4. AGENCY PARTNER

A valuable ally, often sending leads as well as managing a client's program using your software.

5. B2B PARTNERSHIPS

Involve collaborations between companies within the same industry or offering complementary products and services.

6. CHANNEL PARTNER

Collaborates with another organization to indirectly market and sell products.

7. CO-MARKETING

Is essential to partnerships, involving two similar businesses teaming up for a mutually beneficial marketing effort to reach new customers.

8. CO-SELLING

Co-selling involves bringing in a third-party partner to help close a sales deal.

9. CROSS-SELLING

Encourages customers to add complementary products to their purchases, boosting revenue and satisfaction.

10. CUSTOMER ACQUISITION COST (CAC)

Is what a b2b company spends to acquire a new customer, including marketing, sales, partner program costs, and other resources.

11. DIRECT SALES CHANNEL

Involves direct sales from the vendor to the end user, skipping intermediaries.

12. ECOSYSTEM

A b2b ecosystem is a network of partnerships where businesses collaborate to stay competitive in today's market.

13. ECOSYSTEM-LED GROWTH

Focuses on partnering with networks for sustainable growth and shared success.

14. GO-TO-MARKET (GTM)

A GTM strategy outlines how a company brings its product or service to market.

15. IDEAL PARTNER PROFILE (IPP)

A key tool for identifying and prioritizing business partners that align with your company's goals.

16. INDEPENDENT SOFTWARE VENDOR (ISV)

ISVs develop, market, and sell software for different operating systems or cloud platforms, often distributing their products through marketplaces.

17. INDIRECT SALES CHANNEL

Involves selling products and services through partners such as resellers, agencies, or affiliates, rather than selling directly to customers.

18. MARKETING DEVELOPMENT FUNDS (MDF)

Resources provided to channel partners for sales and marketing, such as brand awareness, lead generation, webinars, and events.

19. PARTNER NETWORK

Includes a vendor's tech partners, affiliates, referral partners, and resellers who market and sell the vendor's products, earning commissions based on agreements.

20. PARTNER PIPELINE

Refers to sales opportunities generated through partnerships.

21. PARTNER-SOURCED SALES PIPELINE

Describes sales opportunities generated through partnerships.

22. PARTNER PROGRAM

A detailed document that outlines partnership opportunities for technology and channel partners.

23. REFERRAL PARTNER

Channel partners who refer clients to your team, providing qualified leads from their customer base.

24. RESELLER PARTNER

A reseller partner sells a vendor's product directly to their clients, unlike affiliate or referral partners who engage early in the customer journey before transferring them to the vendor.

25. STRATEGIC PARTNERSHIPS

Relationships between two entities, typically companies, whose products or services either overlap or complement each other.

26. TECHNOLOGY PARTNER

A software vendor that integrates with your product.



See you at

www.partner2b.com

Happy partnering!
