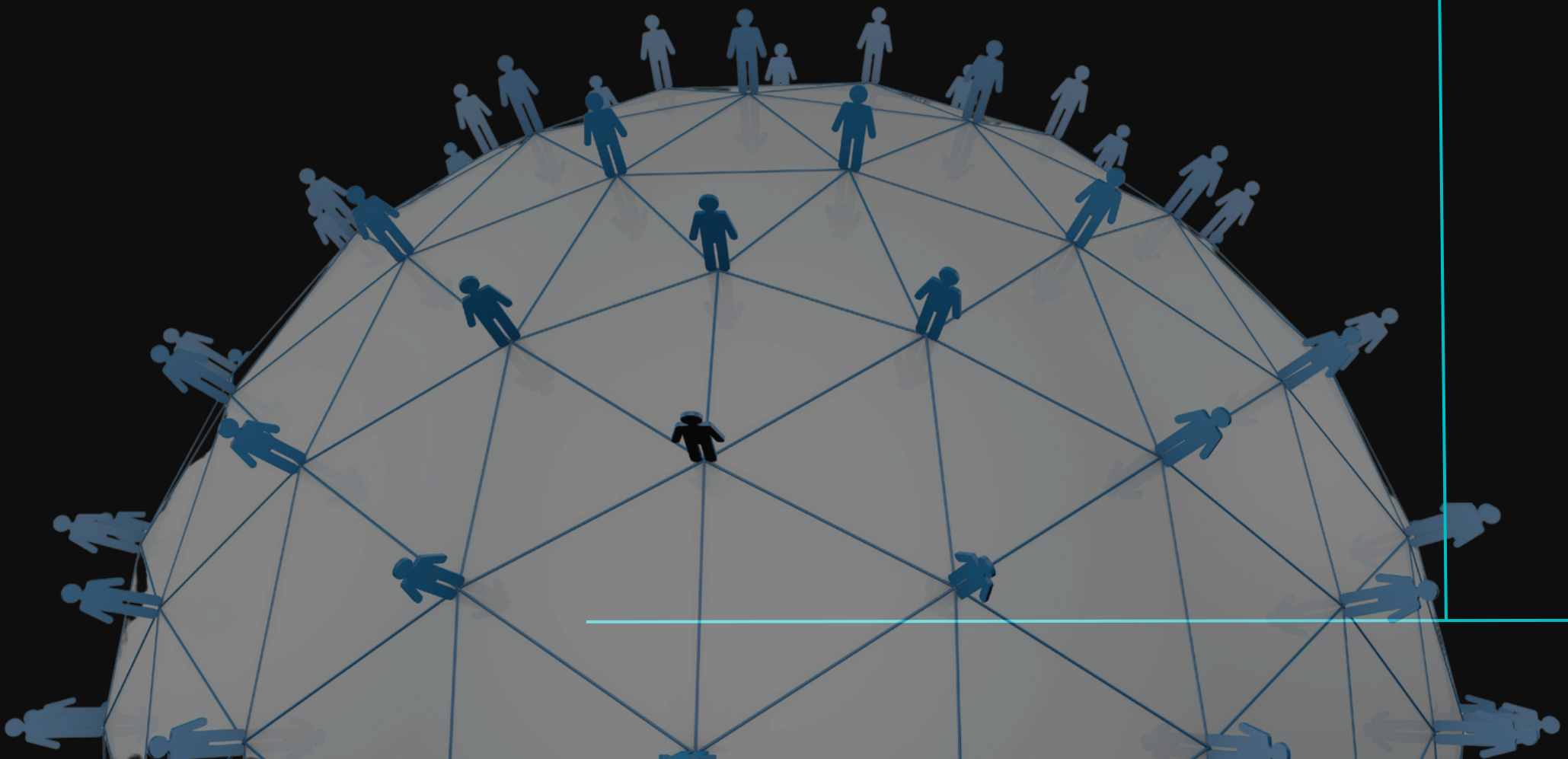




Elena Zapolyanskaya

7 Key Questions to Ask Before Building a Partner Network

+ useful links





01

DO YOU UNDERSTAND PARTNER NETWORKS?

It's important to know what partner networks are and how they can benefit you. These partnerships can help you reach new customers, share resources, and enhance your product offerings.

USEFUL LINKS

#1 [Partnerships Glossary Download](#)

#2 [What We Really Mean by B2B Partnerships, Partner Networks, and Partner Ecosystems](#)



02

WHAT STAGE IS YOUR COMPANY AT?

Are you a startup or a scale-up? Your company's stage will influence how you build a partner network. Startups often seek quick traction, while scale-ups focus on scalability

USEFUL LINKS

#3 [Guide to boosting startup growth with b2b partnerships: strategies & case studies](#)

#4 [Beyond Borders: Exploring International Partnerships and Global Opportunities for SaaS Companies](#)



03

IS YOUR PRODUCT OFFERING CLEAR AND TESTED?

Partners need a clear and well-defined product to sell with confidence. If your pricing model isn't set, refine it first to build trust and ensure smooth collaborations.

USEFUL LINKS

#5 [Finding the Ideal b2b Partner \(with Real Fintech Examples\)](#)

#6 [Common Elements of Successful Ecosystems](#)



IS YOUR SALES PROCESS SMOOTH AND EFFICIENT?

Partners need a clear and well-defined product to sell with confidence. If your pricing model isn't set, refine it first to build trust and ensure smooth collaborations.

USEFUL LINKS

#7 [Aligning Sales and Marketing for Optimal Growth](#)

#8 [Direct Sales vs. Indirect Sales: A Comprehensive Guide](#)



IS YOUR BRAND STRONG AND RECOGNIZABLE?

A strong brand attracts partners. If your brand is in the growth phase, focus on improving its visibility before approaching potential partners. Or, make brand building a goal for partnerships and shape your strategy around that.

USEFUL LINKS

#9 [How To Identify Your Ideal Partner Type: A Guide for b2b Tech Companies](#)

#10 [Why Now? Why Have b2b Partnerships Become Crucial at This Moment?](#)



06

ARE YOU READY TO INVEST IN PARTNER-FOCUSED MARKETING?

Make sure to allocate part of your marketing budget to attract and support partners with joint campaigns and promotional materials. This investment will lead to strong, mutually beneficial relationships.

USEFUL LINKS

#11 [Partner Networks: The Secret Weapon for B2B Marketing Success](#)

#12 [The 33% Rule in Lead Generation](#)



07

DO YOU HAVE A PARTNERSHIP TEAM?

Having dedicated resources is key for managing partnerships. Identify team members for this role and consider bringing in specialized managers as your network grows.

USEFUL LINKS

#13 [Building Partner Networks Without a Dedicated Team](#)

#14 [TOP 5 Qualities of a Star Partnership Lead. Download](#)

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,
Elena

elena@partner2b.com

