

## The IDEAL Vendor

Partner (and business customer) actions are driven by one or more of the following:

Increase Revenue

Decrease Costs

Enhance Cash Flow

Leverage Assets

Minimise Liabilities

The following are 15 Questions that partners want answered before they will commit to your company or products:

### **Market Segmentation**

1. What is your ideal end-user market sweet-spot?
2. Who are your competitors and what are your unique selling propositions?
3. Who are your complementary vendors and why?

### **Channel Strategy**

4. How important is the channel to your business?
5. What is your channel strategy (number/type of partners, no. of tiers, etc)?
6. What is the profile of your ideal partner?
7. How do we fit into your strategy (how do I leverage my existing assets)?
8. Do you have a direct sales team, and how do they work with the channel?

### **Profitability**

9. What is the future of your company and your product strategy?
10. What is the profit model (margin, value-add services, add-on products, etc)?
11. How will you help us sell the product (leads, programs, deal registration)?
12. What are the costs associated with selling your products (training, certification)?
13. What administrative processes do I need to put in place to sell your product?
14. What resources are you going to provide to reduce my risk exposure?
15. What support do you provide? ... For us? For the customer?