



The  
Marketplace  
Growth  
Conference

# How Partners Work

Steve Cross

**01**

Marketplace is  
50% Partner Driven

**02**

Some Marketplace  
Partners are at 70%+

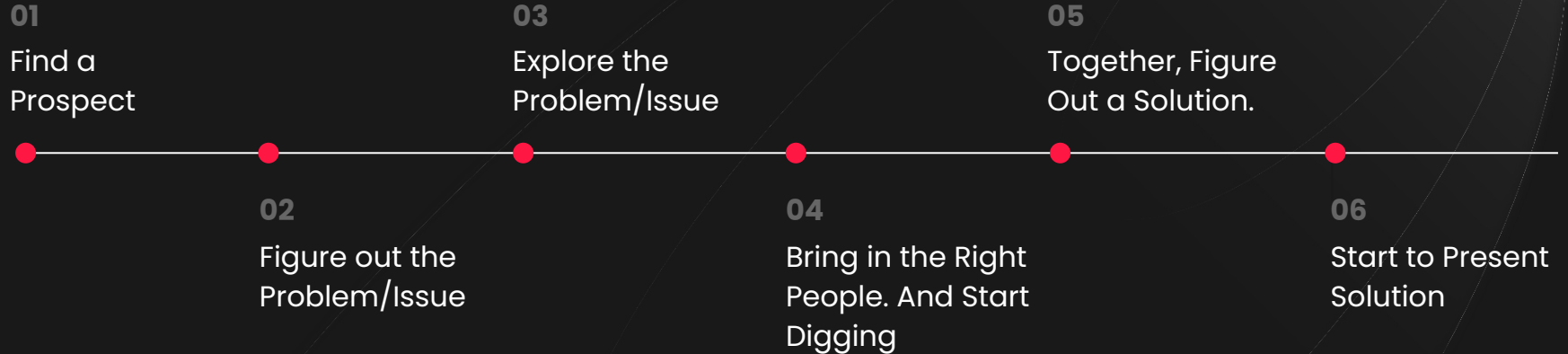
**03**

Better Know How  
these Folks Work

**04**

They Are Your  
Sales Force

# How Partners “Discover”





# Now What?



# Pitch the Solution



# Price the Solution

# Sell the Solution

The goal is to have enough info to design a Statement of Work that both parties can agree to and sign, because without the S.O.W., there is no project.

The S.O.W. will include detailed explanations of tasks, deliverables, and agreed upon milestones, assignment of personnel and where they are going to perform the work. It will include a fairly vague timeline from kickoff, to initial review, to execution, to implementations, to testing, and completion.

Then, EXECUTE. Stay in the Loop. Manage the Process. Execute and Deliver!!

# Why is This Stuff Important?

I believe that you can't manage a channel that you don't fully understand. And maybe more importantly, you must understand how the Partners make money. How they are internally structured. How their internal division of duties works. How they apportion their consultants. How they deliver services. If you don't understand all that stuff, you're useless to your Partners.

Sorry, I'm really doctrinaire about this one. In channel management, you need to be an advocate for your Partners and for your Company. If you come down on the wrong side of this, with antagonism towards anybody, you are doing a disservice to your Partners and your Company. I'm really black and white on this one, and can be a jerk about it.



# Managing SaaS Partnerships

