ARYS
CONSULTANTS LTD

MODULAR PARTNER PROGRAM DESIGN

A FLEXIBLE APPROACH

WHEN YOUR PROGRAM NEEDS TO MOVE WITH THE TIMES

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@ Arys, we help tech organisations build partner programs - modular partner programs in particular

What does that mean? It means we help build partner-centric flexibility that allows partners to scale up and down depending on their capacity as their needs evolve

Recently, a few folk wanted to know more about this framework, so here it is - an abridged 5-part eBook explaining what goes into this framework creation

TL:DR the five parts are -

1️⃣ Onboarding & customisation
2️⃣ Program components
3️⃣ Evaluation & dynamic scaling
4️⃣ Deal attribution
5️⃣ Recognition, incentives & growth

Using 3 main subheadings in each section -

1️⃣ Goals
2️⃣ Department's involved
3️⃣ Attribution considerations

The goal? To achieve stability through flexibility

INITIAL PARTNER ONBOARDING & PROGRAM

CUSTOMISATION

GOALS

We help them set the foundation for a personalised partner experience. We create an assessment centred around the goals, capabilities, resources, etc. of the partner they are looking to board

Once assessed, they then present modular components of the program based on their goals, all the while encouraging their partner to select only those relevant to their preferred outcome. These include -

Sales enablement

Will they require training, sales resources, or focused co-selling opportunities?

Marketing support

Or is it co-branded materials, joint marketing campaigns, or digital marketing assistance that will help them reach their goals

Technical integration support

Some partners will prefer APIs, developer support, or product training

Customer success resources

Or would dedicated account managers, product support training, or access to success templates be more suited to their needs?

DEPARTMENTS INVOLVED

Partnerships/channel team - they operate the overall coordination and partner relationship management of the program

Sales team - they help partners align their sales process with the company's overall strategy and vision

Marketing team - these guys provide marketing support and co-branded materials to ensure the initiatives success

Customer success team - they guarantee partners have access to resources for retaining and expanding customer relationships

Product/tech team - can help with any technical integration and product-related training that will increase lead-generation

ATTIBUTION CONSIDERATIONS

This is where we help organisations create a baseline partner profile that includes key objectives, potential customer targets, and initial capacity to track performance and evolve the partnership as it matures

We recommend systematic operational support is in place ahead of launching such the initiative, and an airtight, dynamic attribution system exists to track all those involved in the partner lifecycle

MODULAR PARTNER PROGRAM

COMPONENTS

GOALS

Our goal here is to provide partners with the ability to scale and evolve their involvement based on their dynamic needs, so as to remain agile and contextual

In simple terms, our clients present their partners with a menu of program components, which they can opt into or out of as needed

These components are categorised into tiers based on complexity and resource commitment, those being basic, advanced & custom

Examples of this would be -

Sales Enablement

<u>Basic</u> - sales playbooks and product knowledge training and guidance
<u>Advanced</u> - co-selling opportunities and partner-specific sales team training sessions
<u>Custom</u> - dedicated sales account consultants, or perhaps access to tailored deals and pricing structures

Marketing Support

<u>Basic</u> - co-branded collaterals, basic

email templates, and/or landing page creation tools
Advanced - joint webinars, co-industry event invitations, or full lifecycle digital marketing campaigns
Custom - tailored marketing/co-marketing strategies, including MDF and campaign co-investment strategies

Technical Integrations

Basic - access to developer docs and API's
Advanced - joint product dev and/or API tech-stack customisations
Custom - tailored integration support and development, and white-labelled product offerings

Customer Success and Support

Basic - access to basic support resources and customer success templates and documentation
Advanced - shared account managers, including joint customer success reviews
Custom - co-managed support for the larger accounts, and/or dedicated customer success co-initiatives

DEPARTMENTS INVOLVED

Partnerships Team - there to continually evaluate partners involvement, performance, required updates, pipeline generation and cadences

Sales/Account Management Team - there to oversee co-selling engagement/lead development, and to provide sales enablement and product updates

Marketing Team - there to offer flexibility for custom campaigns, brand consistency, and co-marketing support efforts

Technical Support/Development Team - there to provide resources for partners engaging in advanced technical integrations, and general tech support motions

ATTIBUTION CONSIDERATIONS

Flexible program management models here are key

To successfully track which program components are being used, and align them with lead sources, conversions, and revenue from partner-led deals, takes systematic support, transparency, first-class comms channels and full lifecycle buy-in from every stakeholder involved

CONTINUOUS EVALUATION & DYNAMIC SCALING

GOALS

Our primary objective is to build a systemised strategy that allows partners to scale their involvement up or down as needed, That way, partners are able to operate agile, efficient, and resource-focused programs that are lifecycle dependant

This is where the rubber meets the road

Quarterly business reviews (QBRs)

We get them to conduct regular reviews to monitor and assess each partner's performance, challenges, and growth opportunities. Once they have a clear understanding of this, they can then adjust the program components based on the outcome of the review

Flexible upgrades

We teach them how to allow partners to add new program components (see part 2) when the review shows they are ready

For example - they can move from basic sales enablement to advanced co-selling as their team grows

Capacity-based downgrades

We also show how partners can reduce

their involvement if their capacity change. This can be as simple as removing certain components without penalty, or refocusing their components based on utilisation or effectiveness

DEPARTMENTS INVOLVED

Partnerships/channel team - this team leads evaluations and QBRs, ensuring partners are aware of new strengths, weaknesses, opportunities, or threats

Finance team - this team are primarily involved in working on budget adjustments for partner-based marketing and product efforts

Partner operations - these guys are the engine room of this initiative, as they ensure internal alignment on resources required for partner scaling

ATTIBUTION CONSIDERATIONS

At this point, it's important to maintain a dynamic attribution model that tracks partner contribution at each stage (from lead generation to closing), and that it correlates with the specific components the partner has opted into

This typically consists of funnel stage definition, defining attribution points, contribution correlation, a dynamic weighting system, a predictive attribution layer which all help to drive incentive alignment

This then help partners to track and maximise the effectiveness of partner contributions, the necessary adjustments required for incentivisation, and how their strategies need to adapt in accordance with each adjustment

PARTNER-LED DEAL

ATTRIBUTION

GOALS

To create transparent and inclusive attribution protocols. These must be drawn up and agreed on for all partner-led deals, making sure to encourage accurate reporting and reward contributions in a repeatable and accessible way

Lead registration

Implementing a reactive and integrated system where partners can register leads to ensure proper attribution and reduce channel conflict is foundational. This can be as simple as a share drive, or a dedicated tech stack within a CRM or PRM

Sales attribution model

Creating a inclusive and multi-touch attribution model that acknowledges partner involvement at each stage of the customer journey is the secret sauce here. It must be able to track -

- First-touch attribution - for partners that generate leads
- Multi-touch attribution - for partners involved in nurturing or closing deals
- Revenue share/commission structure - make sure you align revenue sharing and commissions with the partner's involvement and the program components they use when operating a modular partner program

DEPARTMENTS INVOLVED

Partner team - for orchestration, oversight and buy-in sustainability

Sales Team - for clear reporting on lead origination and touchpoints

Operations Team - implement lead registration and deal attribution system

Finance Team - for calculating revenue share, commission, or partner incentives

ATTIBUTION CONSIDERATIONS

As mentioned, using CRM/PRM systems that track touchpoints and partner involvement are non negotiables, especially running modular partner programs at scale

Also, allowing flexibility in revenue-sharing and reporting (depending on the program components utilised) are key considerations to ensure this strategy's success

RECOGNITION, INCENTIVES, AND GROWTH

GOALS

To motivate partners to expand their engagement and reward performance not only based on volume of leads and deals converted, but also on skills, mapping and expertise

Partner tiering

This is where dynamic tiering comes into it's own. As partners add more components (which leads to greater results) they can be upgraded to higher tiers of partnership, which come with additional perks - e.g. higher commission rates, better marketing support, exclusive technical resources, customer discounts, etc.

Performance incentives

Here is where we advocate that partners offer performance-based incentives such as bonuses, co-marketing budgets, or event sponsorships for top-performing partners (diversity and cadence here is key)

Continuous education

Ensuring our clients provide ongoing training and certifications to help their partners expand their capabilities and involvement in the program is fundamental

They can't feasibly expect their partners to maintain the expansion required if they are not kept fully up to date on product, service, support and personnel changes within the dynamics of a modular program

DEPARTMENTS INVOLVED

Partnerships team - these are the primary driver and managers of partner tiering and reward systems. They have to be fully abreast of the changing needs of thier partners within a modular program

Marketing team - we really focus on working with the marketing team within this particular frame work. Providing co-marketing incentives and opportunities are baseline imperatives

Sales team - reward performance by helping to identify increased co-selling opportunities

ATTIBUTION CONSIDERATIONS

Incentives tied to revenue contributions / program involvement / skills / mapping / customer success metrics need to be transparent, tracked, and reported on regularly

CONCLUSION

Our modular B2B partner program is simple - it's designed to evolve with partner needs, offering the flexibility to grow or scale back involvement based on their resources and goals

Through evaluation cadence & diversity, orgs can be dynamically supported to produce the best outcomes possible for their clients and partners alike, while maintaining clear attribution ensures transparency in tracking partner contributions and rewarding performance

I hope you've enjoyed this eBook, and thanks a lot for reading

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