

HIGH-IMPACT B2B GTM STRATEGIES BETWEEN PARTNERSHIPS & SALES TEAMS

AN INNOVATIVE
APPROACH



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TLE:DR

CO-BRANDED MICRO-SOLUTION
BUNDLES

SHARED DATA-DRIVEN ACCOUNT
TARGETING

JOINT INNOVATION SPRINTS FOR
STRATEGIC PROSPECTS

INTEGRATED CUSTOMER
SUCCESS USE-CASE STORYLINES

PARTNER-LED DEAL
ACCELERATION PODS



1

CO-BRANDED MICRO-SOLUTION BUNDLES

Objective – to launch targeted, packaged offerings that address niche customer/partner pain-points by combining technologies or services from both partners

Execution Plan

- Identify complementary capabilities with partner teams
- Build a repeatable micro-solution – e.g., 'automated KYC in 14 days'
- Develop co-branded 1-pagers, landing pages, and ROI calculators
- Build context by training AEs and PAM's on the joint value proposition benefits

Enablement Needs

- Bundled sales assets and pricing models
- Pre-built demos and incentive tiering
- Shared onboarding templates

Success Metrics

- Time-to-close for bundle deals
- Win rate vs. traditional sales
- Partner-influenced revenue from bundles





2 SHARED DATA- DRIVEN ACCOUNT TARGETING

Objective – to ID and engage high-fit accounts using shared partner data and interdepartmental account intelligence

Execution Plan

- Sync account data via tools like Crossbeam, RB2B or Channlworks
- Build joint ICP using firmographic, intent, and partner overlapping
- Launch coordinated outreach cadences from both sides in a pincer movement
- Share insights and refine messaging weekly

Enablement Needs

- Account mapping playbooks
- Joint outreach templates
- SDR/BDR training sessions

Success Metrics

- Engagement rates on joint accounts
- Pipeline created from shared targets
- SDR conversion rates on partner-qualified leads





3 JOINT INNOVATION SPRINTS FOR STRATEGIC PROSPECTS

Objective – to co-create solutions for top-tier prospects through short, structured innovative engagements

Execution Plan

- ID high-value prospects with complex needs that you could solve
- Co-lead 5-day virtual design sprint
- Prototype and demo a joint solution
- End with pitch-back to the prospect

Enablement Needs

- Sprint facilitation guide
- Design sprint templates
- Joint discovery tools

Success Metrics

- Sprint-to-close ratio
- Deal size increase/decrease post-sprint
- Strategic account activation rate within set timeframes





4 INTEGRATED CUSTOMER SUCCESS USE-CASE STORYLINES

Objective – to use real-world joint success stories to accelerate deals and drive that all-important trust

Execution Plan

- Co-create visual case studies featuring both partner solutions
- Build interactive storylines – e.g., animated journey maps
- Use them in webinars, email nurtures, and demo calls
- Include partner CSM's in deal cycles for validation and iteration

Enablement Needs

- Case study templates
- Customer video testimonials
- Partner reference enablement scripts

Success Metrics

- Deal acceleration rate
- Stage progression influenced by stories
- Reuse rate of stories in pipeline deals





5 PARTNER-LED DEAL ACCELERATION PODS

Objective – to form dedicated, cross-functional pods to fast-track late-stage complex deals

Execution Plan

- Create pods with AE, SE, partner manager, and marketing
- Activate pods on high-value late-stage deals
- Host solution workshops or validation sessions with prospects
- Document friction points and eliminate them working as a team

Enablement Needs

- Pod activation criteria, parameters, timeframes
- Workshop templates
- Incentives for partner technical enablement

Success Metrics

- Deal velocity increase
- Win rate of pod-supported deals
- NPS from buyer post-deal





TIPS FOR SUCCESS

NOT ALL THESE WILL WORK!

BUT IF YOU...

- ALWAYS ALIGN KPIS AND INCENTIVES BETWEEN SALES AND PARTNERSHIP TEAMS
- CREATE SHARED, SINGLE-SOURCES OF TRUTH SOLUTIONS TO TRACK INFLUENCE AND PERFORMANCE
- REVIEW STRATEGIES QUARTERLY AND DOUBLE DOWN ON WHAT DOES WORK

YOU'LL BE OFF TO A GREAT START





THANKS FOR READING

CLICK HERE TO
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