



Finding and Leveraging Partnerships

ITC Entrepreneur's Forum

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Presented by

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Introduction & Agenda



- Who am I and who are you?
- Lisa and her story of what, why, how, where, when and who of partnering
- How should you get your partnering started?





Lisa's story

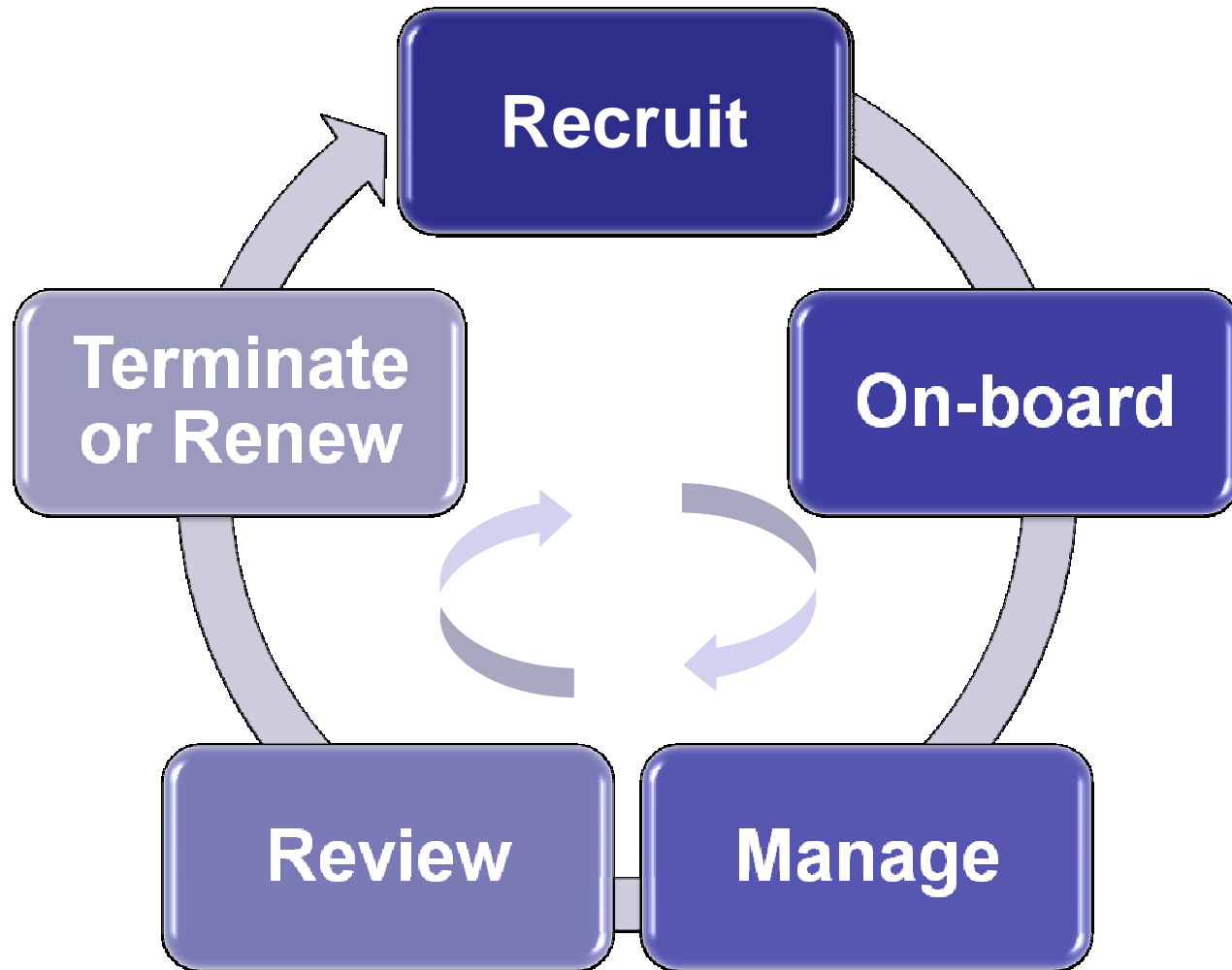
How her company worked with
Routech to uncover the why, how,
where, when, who and what of
partnering

In the quest to find and leveraging
partnerships

and the lessons learned so far



What? Partner Engagement Actions

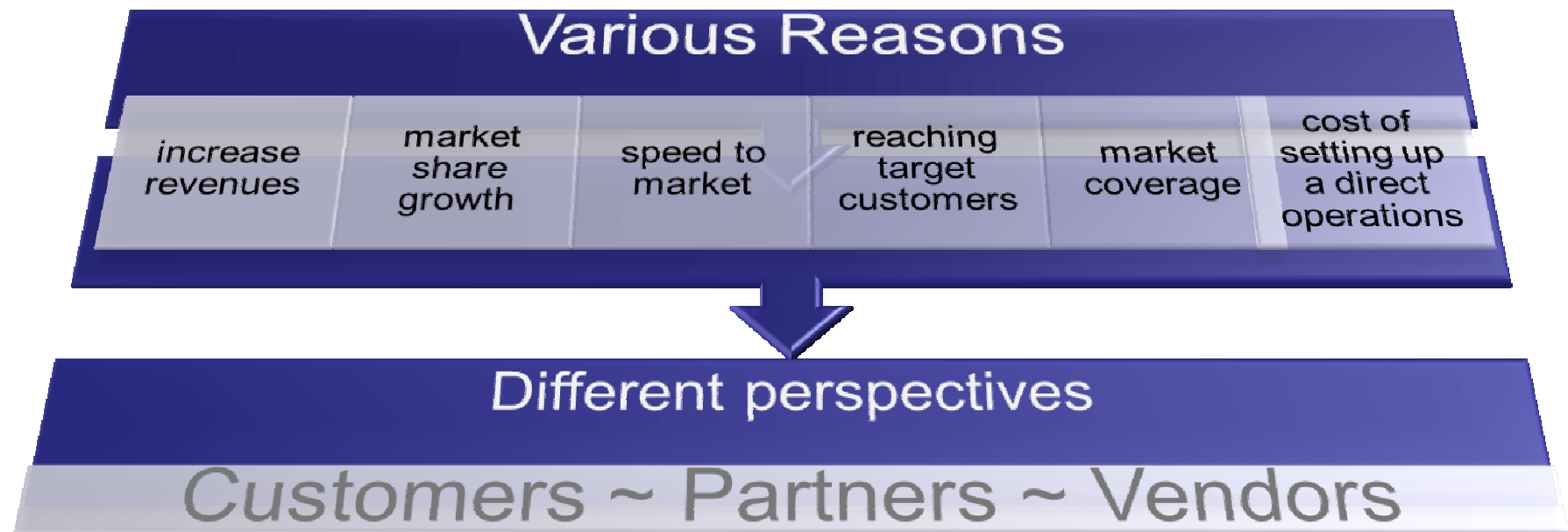


Why? Rationale for partnering?



Deciding to partner

Partnering is seen as a strategic alternative in the “buy, build or partner” equation



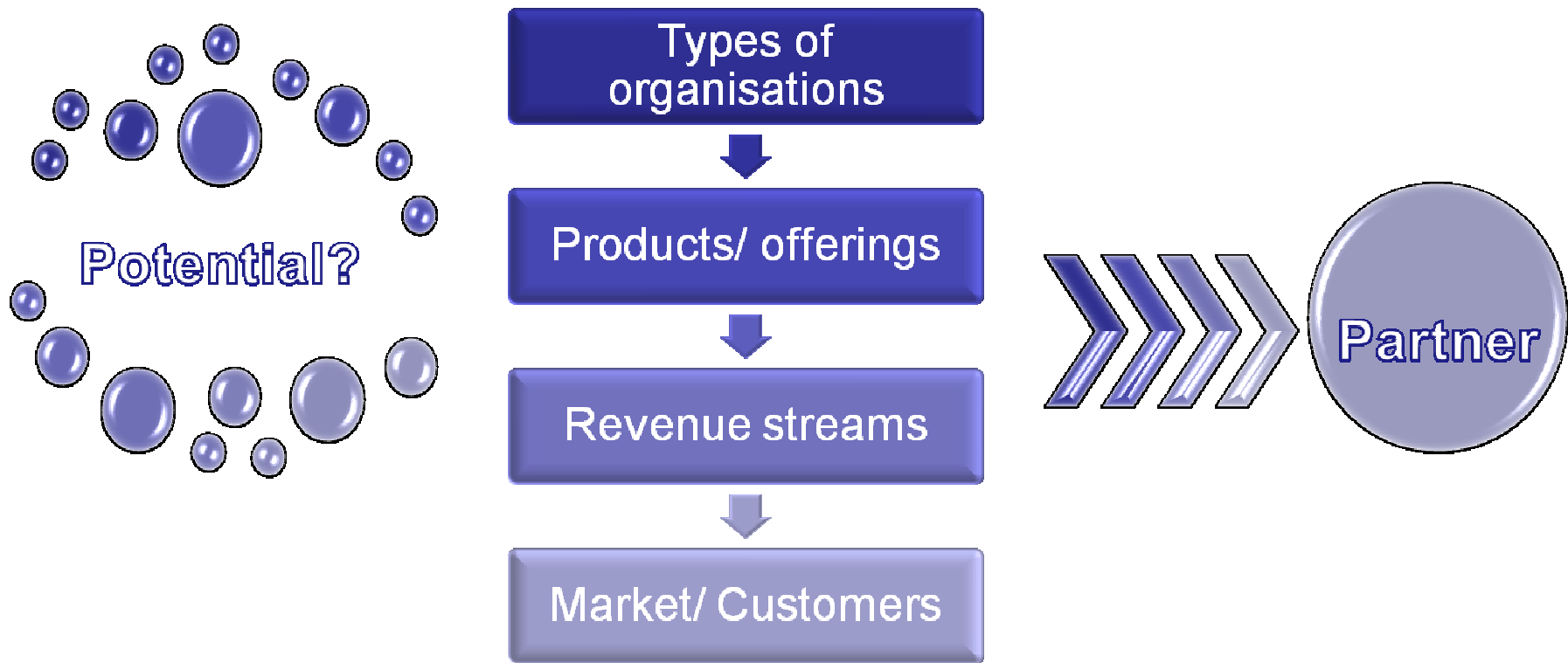
What is [your] Rationale for partnering?



Who? Partner Profiling



Building a Partner Profile template to understand the fit



Where and When?



How? Commercial Relationship



Contractual relationship

- To be an agent/distributor of your products in [country, region, customer set] on non-exclusive basis

Partner responsibilities

- Sell, implement and support your product
- Potential to localise product (not must have)

Partner "tasks"

- G2Mkt = direct marketing, lead generation, customer acquisition and retention
- Pre sales = technical specs, consultancy, pricing/quotes
- Post sales = product delivery/implementation, training, on-going technical support

Vendor responsibilities

- Provide working product
- support and maintain the product

Vendor "tasks"

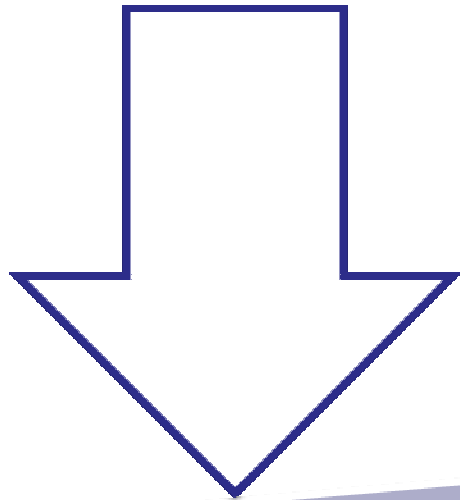
- Brand building
- G2Mkt
- Pre sales
- Post sales



How? Contractual relationship

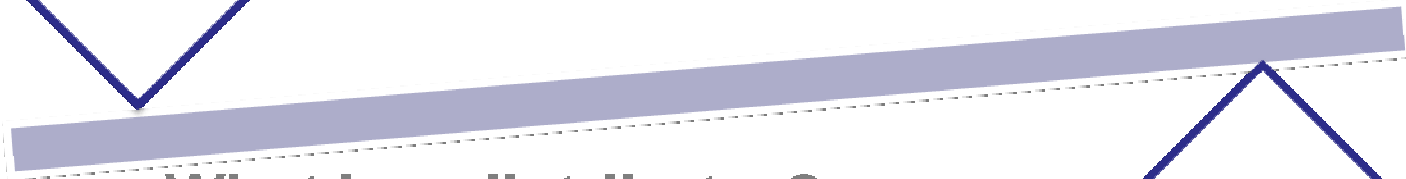


Agent vs. distributor



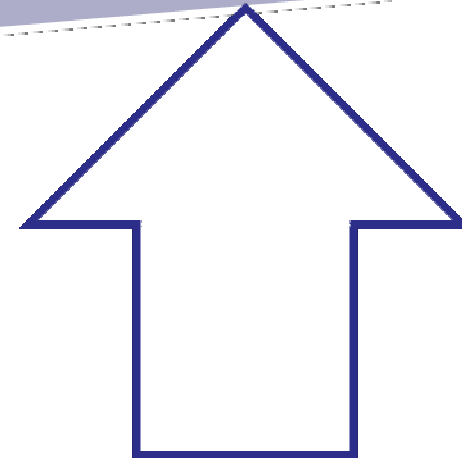
What is agent?

An agent is someone who acts on your behalf to find customers for your product. Although an agent may arrange a sale, the contract will be between you and the customer, and the agent gets paid a commission.



What is a distributor?

A Distributor is a customer of yours. The distributor buys your product from you then sells on to the distributor's own customers, and keeps the margin between buy & sell price.



How? Contractual Content



Key Issues Checklist

- **Contractual relationship**
- **Type of Appointment**
- **Territory**
- **Duration/Termination**

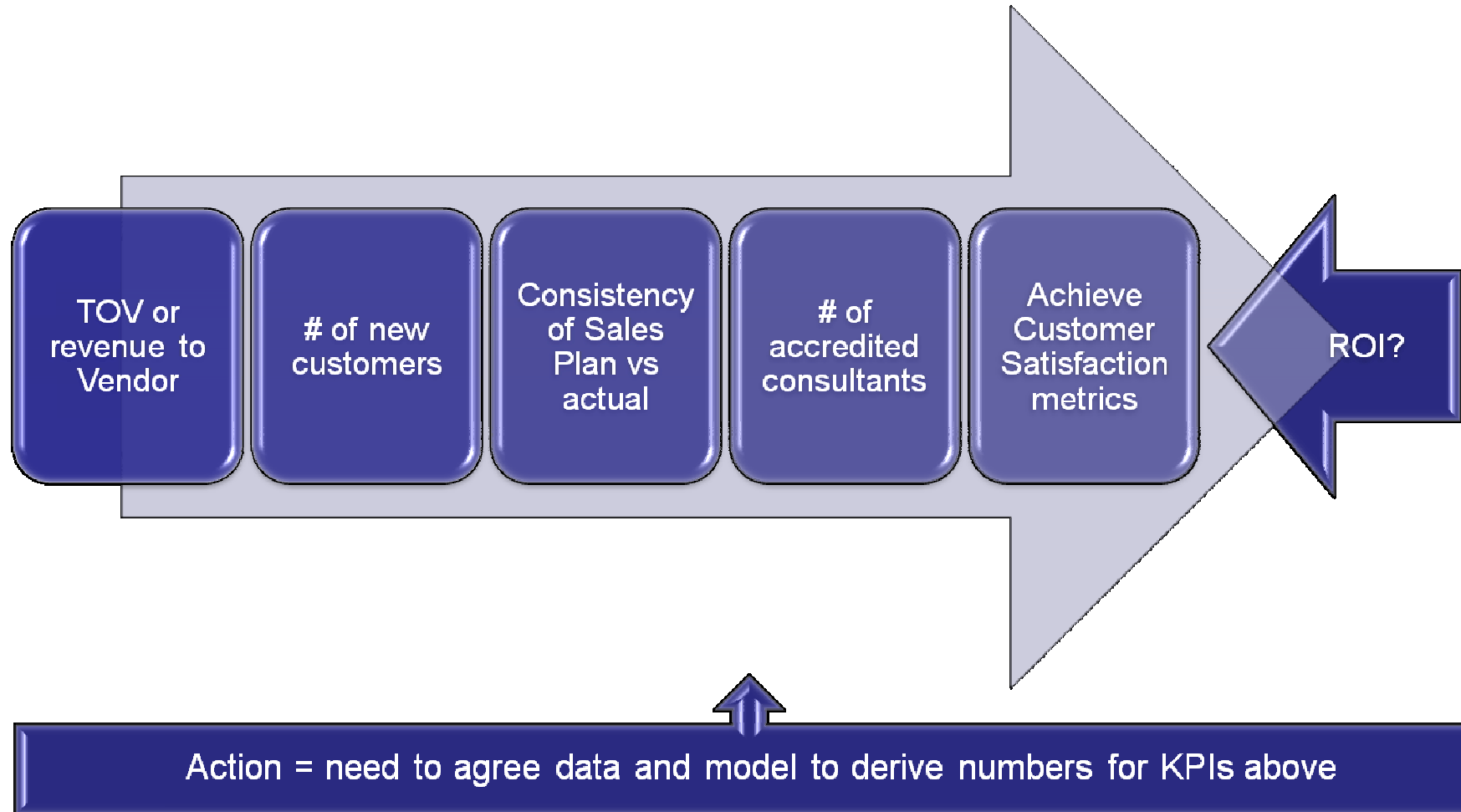
- **Obligations** (yours/theirs)
- **Authority** (to negotiate)
- **Price** (margins discounts)
- **Payment** (commissions)

- **Products**
- **Targets / KPI's**
- **Competition Law**
- **Trading Terms**
- **Retention of Title**

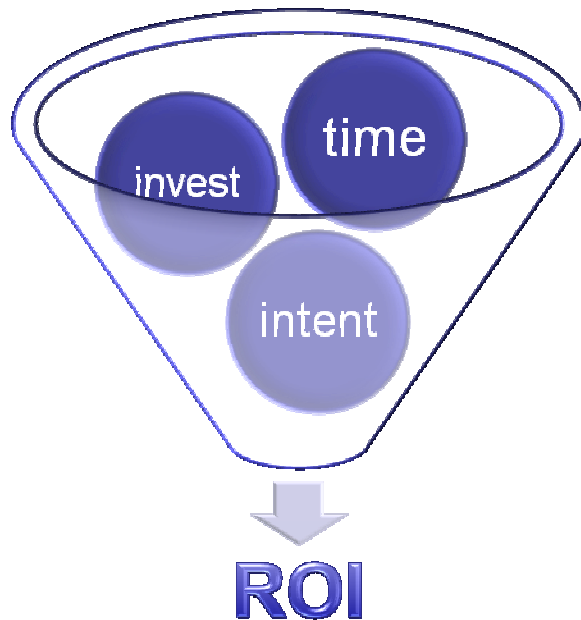
- **Liability**
- **Confidentiality**
- **Intellectual Property**
- **Disputes**



What ROI? Partner/Programme KPIs



What? Key areas of investment



People

- Partner account management
- Pre-sales and technical support
- Training and accreditation resources

Processes

- Sales Order Processing
- Partner payments

Product

- Comms around product roadmap
- Partner beta testing

Systems/tools

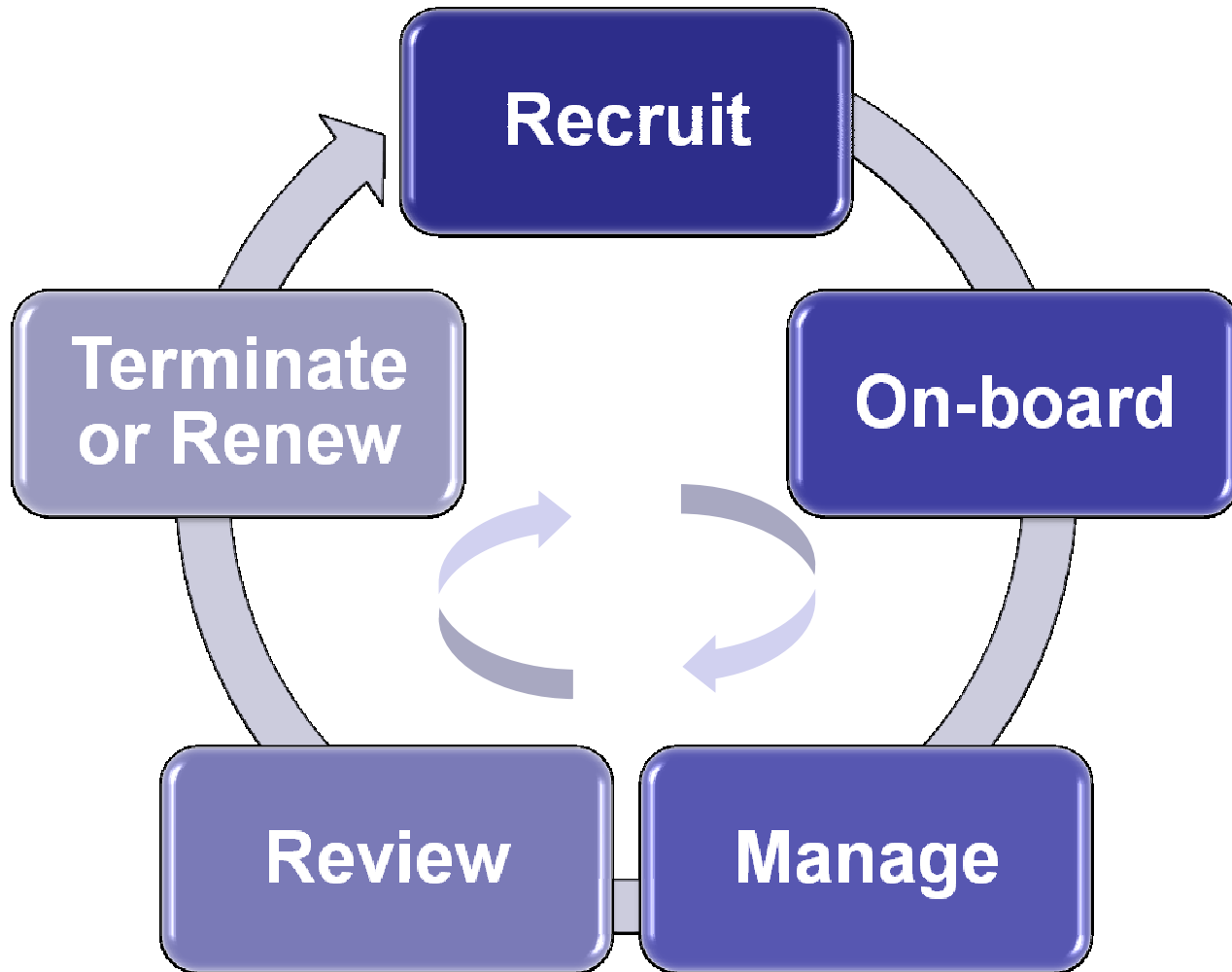
- Reporting
- Partner Database
- Partner Relationship Management portal (PRM)
- Sales and marketing collateral

Money

- Commissions/margin
- Joint marketing dollars
- Legal fees for contracts



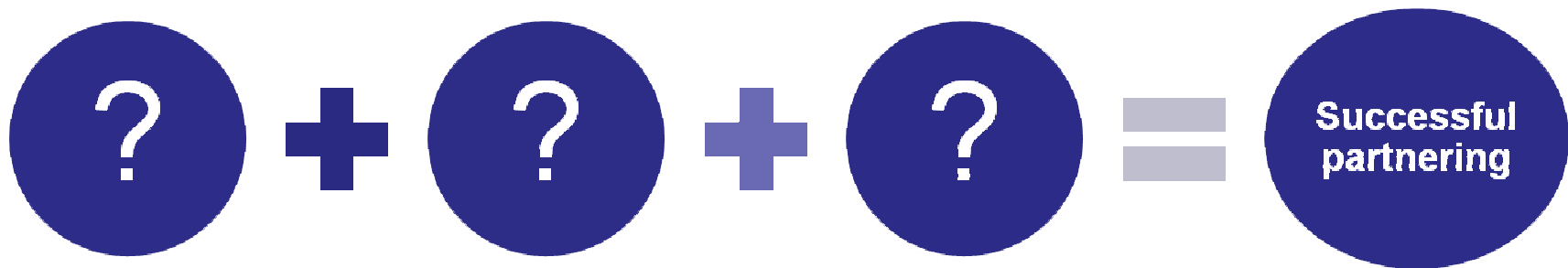
What? Partner Engagement Actions



Key takeaways



- Remember the What, Who, When, Where & How
- Think then Do = Strategy à Execute
- Understand 3 things
 - Your Rationale
 - Your Market/Category
 - Your Investment



Getting Started - Next Steps



Thank You

