



For 10 years, **PARTERNOMICS®** has helped thousands of companies from 80+ countries improve profitability by leveraging the science of partnering.

We can help you too!



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In 2014, **PARTNERNOMICS®** was founded by Mark Brigman, Ph.D. on the belief that partnerships create the strongest growth engines for companies. Although time has shown this to be true, it's a case of the "haves and have nots." Companies that don't follow a structured process achieve low levels of success. Studies commonly show failure rates of 90% for Channel/Sales partnerships and 70% for Solutions partnerships.

Our belief set us on a mission to create THE global standard B2B partnership methodology that is now used by companies in 83 countries.

Since then we:

- Developed the most robust B2B partnering methodology in the world.
- Created a global network of Certified **PARTNERNOMICS®** Consultants (Orchestrators).
- Developed the first partner operations software native to **Salesforce.com®** that executes a holistic partnering methodology (PARTNERNOMICS IQ).
- Offer the only university-accredited partnering methodology certifications.
- Developed graduate level curriculum taught in Executive MBA programs.
- Helped companies from 80+ countries implement the **PARTNERNOMICS®** methodology.



OUR CLIENTS





ORCHESTRATORS

Our global network of Certified Orchestrators will help you take your company and partnering program to the next level.



Mark Brigman
PARTNERNOMICS



Greg Unruh
Unruh Enterprises



Greg Plum
Plum UC



Tony Rock
Exit Compass



Bob Jones
collabtogrow



Kenneth Coppins
collabtogrow



Jason Hulott
Speedie Consultants



Jim Lezzer
LivTech



Scott Murtaugh
Partnerships OS



Erik Wulfers
Partnering Experts



Greg Fox
Partnering Experts



Andre Becker
Partner Trybe



Jorge Guzman
Micromine



Craig Booth
Channel Force



Patrick Griffin
Morrigan Strat Advr



Mary Hand
Comb Consulting



Jason Lawson
B2B Co-Labs

WHAT DOES PARTNERNOMICS® DO?

We help business executives significantly improve profitability by leveraging partnerships.

Consulting
(Done For You)

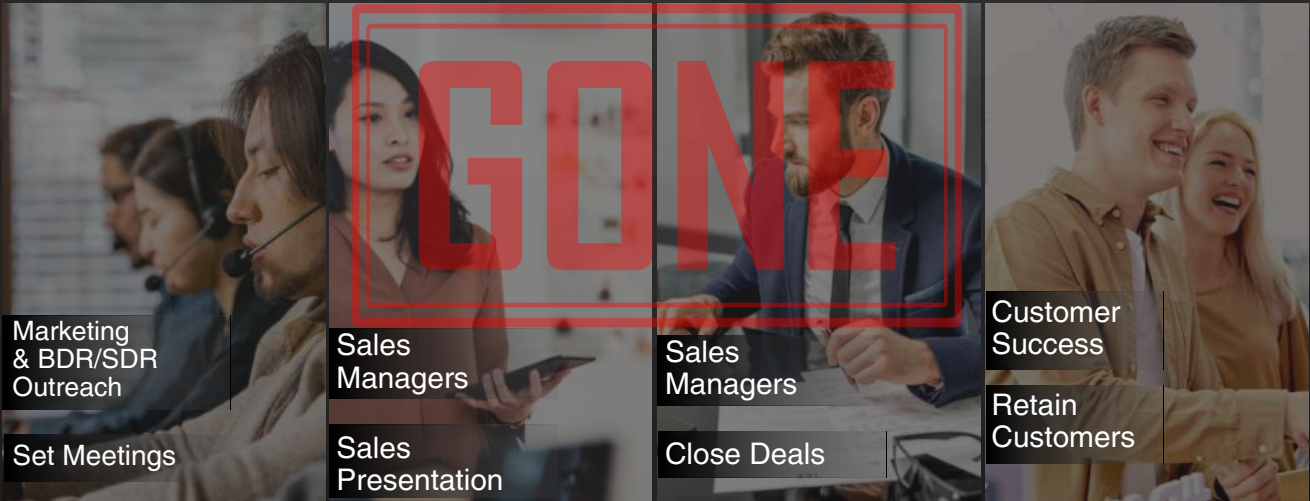


Coaching
(Done With You)



Courses
(Done By You)





TRADITIONAL SALES PROCESS DOESN'T WORK

WHY?

So much NOISE!

- Overuse of automated prospecting systems (email, phone) has made customers deaf.
- Customer acquisition costs have nearly doubled in past 3 years.

LEVERAGE PARTNERSHIPS





salesforce surveyed 5,500 sales leaders from around the world.

84%

are improving their sales results from last year by working more closely with partners.

89%

of salespeople are actively using partners today and, for those that aren't, 58% will be soon.

Within 12 Months, Nearly Every Company Expects to Use Partner Sales



Of those that don't...



Partner Selling is Widespread, Contributing to Growth

In their pursuit of growth, many sales teams are turning to partner sales. Nearly nine in 10 sales teams use partners currently, and among those who don't, over half expect to in the next year.

Partner sales, also known as channel sales, brings in third-party resellers, brokers, and distributors to generate new sales indirectly without adding headcount. These indirect sales can help teams carry out strategies like expanding into new regions, targeting new markets, or simply scaling efficiently.

84% of sales pros say partner selling has a bigger impact on revenue than a year ago.

SALESFORCE



HOW CAN YOU WIN?



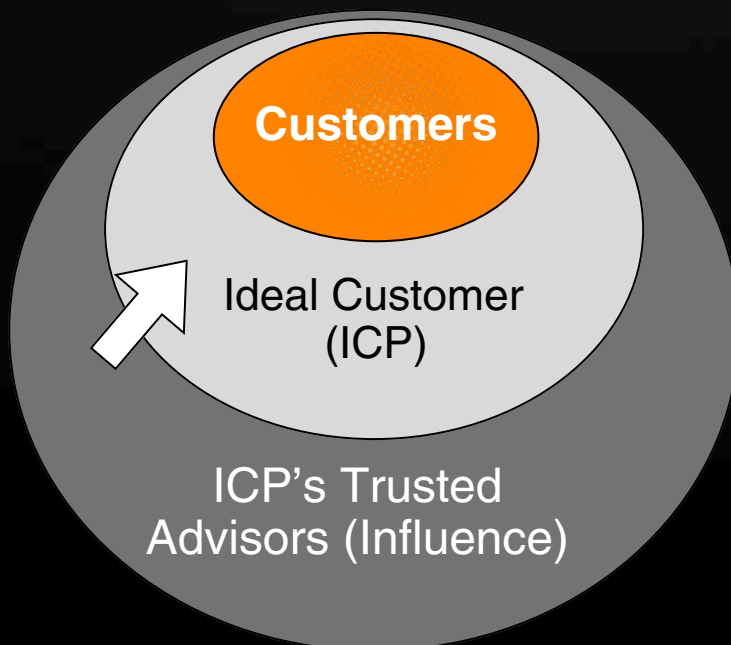
95%

of MICROSOFT'S annual revenue comes by way of partnerships.

76%

of business executives believe their current business model will be "unrecognizable" in the next five years due to, "partner-led-growth."

 **accenture**



Leverage your Ideal Customers' trusted relationships (ecosystem).



THE NEW SALES / GO-TO MARKET PROCESS



“SHOOT LAYUPS - NOT 3 POINTERS!”

- 1** Identify your Ideal Customer Persona (ICP)
- 2** Identify influencers closest to your ICP
- 3** Assess strategic alignment to influencers
- 4** Partner where alignment is high

LEVERAGE TRUSTED RELATIONSHIPS



YOUR PARTNER

YOUR COMPANY

		CUSTOMER	OPEN OPPURTUNITY	PROSPECT
CUSTOMER	CUSTOMER	CROSS-SELL UP-SELL	CO-SELLING	CO-SELLING
OPEN OPPURTUNITY	OPEN OPPURTUNITY	CO-SELLING	CO-SELLING	CO-SELLING
PROSPECT	PROSPECT	CO-SELLING	CO-SELLING	CO-MARKETING

DEALS CLOSE 46% FASTER WHEN CO-SELLING WHEN A PARTNER IS INVOLVED

~CROSSBEAM

Work with a *CERTIFIED* **PARTNERNOMICS®** ORCHESTRATOR

We build partnering programs
that improve profitability:



REVENUE

1. Deliver qualified opportunities to sales team
2. Increased size of deals
3. Higher close rates (win rate)
4. Faster time to revenue (velocity)
5. Higher rates of customer retention

WORKING WITH PARTNERS
DELIVERS HIGHER WIN
RATES, BIGGER DEAL
SIZES, AND SPEEDS
VELOCITY TO CLOSE/WON.

~CROSSBEAM



COST

1. Reduce labor cost
2. Reduce technology costs



INDIRECT SALES PARTNERSHIPS

A background image showing various business charts and graphs, including bar charts, line graphs, and data tables, overlaid with a semi-transparent grey rectangle.

PROPRIETARY PARTNERING PROCESS METHODOLOGY

STRATEGY

RECRUITING

CONTRACTING

ONBOARDING

ENABLEMENT

OPERATIONS



INDIRECT SALES STRATEGY

STRATEGY (2)

RECRUITING (5)

CONTRACTING (5)

ONBOARDING (5)

ENABLEMENT (4)

OPERATIONS (5)

Organizational Partnering Plan (OPP)

Is a company-level strategy developed with the senior leadership team to outline how partnerships fit into their overall business growth strategy. It includes a guided approach to determine goals, requirements, and key resources to foster long-term success.

Strategic Partnering Plan (SPP)

Is a document that provides an execution plan for constructing, launching, and managing individual partnership programs. It ensures clarity, focus, and alignment throughout the organization so objectives are known and efficiently achieved.



Jay McBain
Chief Analyst, Canalys

"There's an opportunity for PARTNERNOMICS to play a huge role in the partnering ecosystem. Partnership executives and managers need to be educated on the processes and success practices that significantly reduce points of failure. These professionals also need to get certified to show the industry that they meet an objective evaluation of skills and knowledge."



INDIRECT SALES RECRUITING

STRATEGY (2)

RECRUITING (5)

CONTRACTING (5)

ONBOARDING (5)

ENABLEMENT (4)

OPERATIONS (5)



Richard De Sousa, SCOR
EVP - Head of Growth & Development

"We've seen tremendous impact after applying the PARTNERNOMICS® framework by putting more structure into our partnering practice. That's been the biggest takeaway is how to approach partnerships in a more systematic way and have a much better framework versus doing it more intuitively."

Personas

↳ Taking an ecosystem approach, clearly identify the key attributes of companies and influencers who are trusted advisors to your ideal customers.

Partner Profile Forms

↳ Forms that collect important information on partner candidates that is ultimately used to determine qualification for your programs.

Targeting Activities

↳ Identify the most effective pathways to find high quality partner candidates.

Communications

↳ Develop a robust and compelling communications strategy that articulates the value your partner candidates will receive by collaborating with you.

Evaluation

↳ Leverage our Scoring Tool to objectively analyze the strategic, cultural, and financial fit for potential partners to ensure strategic alignment to your goals and values.



INDIRECT SALES CONTRACTING

STRATEGY (2)

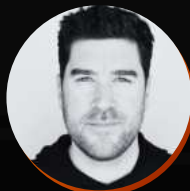
RECRUITING (5)

CONTRACTING (5)

ONBOARDING (5)

ENABLEMENT (4)

OPERATIONS (5)



Marc Fortin, Shopify
Partnerships Lead

It wasn't until I came across PARTNERNOMICS® that I felt like I'd found someone who actually gets it. The courses were fantastic and they provide valuable tools that can be used to turn an amateur into a partner leader.

Non-Disclosure Agreement

↪ A short agreement that protects confidential information when shared between organizations.

Term Sheet

↪ A brief, non-binding document used to communicate the core business terms and interests between potential partners.

Negotiation Preparation

↪ Conduct due diligence on marquee partner candidates so you can effectively articulate your value proposition and maximize your partner's capabilities.

Partner Agreement

↪ A contract that defines the relationship between partners. The two forms are custom (negotiated) and standardized (non-negotiated).

First 90-Days Plan

↪ A detailed plan outlining key tasks and goals for the first three months of the partnership. It ensure clarity and alignment between partners.



INDIRECT SALES ONBOARDING

STRATEGY (2)

RECRUITING (5)

CONTRACTING (5)

ONBOARDING (5)

ENABLEMENT (4)

OPERATIONS (5)



Michael Shine, Shipware
Partner Development Manager

"The contents been great for me personally. It's going to be a gamechanger for my career. And it's not just that content that's been great. These sessions are only as good as the person delivering the message and our coach did an exceptional job."

Role-Based Partner Pairing

↪ This intercompany collaboration method matches executive, sales, marketing, and other resources to their partner counterparts to efficiently accelerate success.

First 90-Days Plan

↪ Partners finalize the First 90-Days Plan accounting for any adjustments made during the contracting phase to ensure it is accurate and ready to execute.

CRM*IQ*PRM*Acct

↪ This involves administrative tasks to ensure partners capture information on stakeholders, provide systems access, and establish payment instructions.

Resource Access

↪ Provide partners access to resources (folders, documents, guides, and tools) based on the partnership program type.

Tech Integrations

↪ If the partnership includes the integration of systems, start the process right away to avoid delays in the partnership's launch.



INDIRECT SALES ENABLEMENT

STRATEGY (2)

RECRUITING (5)

CONTRACTING (5)

ONBOARDING (5)

ENABLEMENT (4)

OPERATIONS (5)



Mireia Codina, Appsflyer
Senior Partner Development Manager

"The PARTNERNOMICS® process bootcamp included so many great learnings to apply in my day-to-day partnerships work and as I progress in my career."

First 90 Days Plan

→ This is when the joint action plan is officially launched between the parties. This predefined execution plan ensure momentum is never lost and mutual objectives are clear.

PRM Training

→ Training partners on how to use all forms of partner management software that your team is leveraging. Training could include deal registration, co-marketing, and account mapping just to name a few.

Partner Training

→ Providing solutions training to partners so they can effectively represent your brand and serve as an extension of your sales team utilizing a joint process.

Account Mapping

→ With strategic partners, systematically compare your respective prospect and customer data to discover opportunities to shorten sales cycles, increase wins, and better serve end customers.



INDIRECT SALES OPERATIONS

STRATEGY (2)

RECRUITING (5)

CONTRACTING (5)

ONBOARDING (5)

ENABLEMENT (4)

OPERATIONS (5)



Greg Unruh, RedStone Logistics
Director of Partner Strategy

The PARTNERNOMICS program is a MUST for any business leader wanting to drive exponential growth and revenues through strategic partnerships. I view the PARTNERNOMICS methodology and on-demand courses as a hands-on playbook for building and running successful partnership programs.

First 90 Days Plan

↳ Partners will use 90-Day Plans as a perpetual roadmap of execution. These explicit plans will bring clarity, focus, and alignment between partners.

Business Reviews

↳ Establish a regular meeting cadence with managed partners to assess joint progress on objectives, solve issues, and make improvements.

Scoreboards

↳ Create and continually update performance dashboards to proactively assess the health of all aspects of your partnership operations.

Feedback

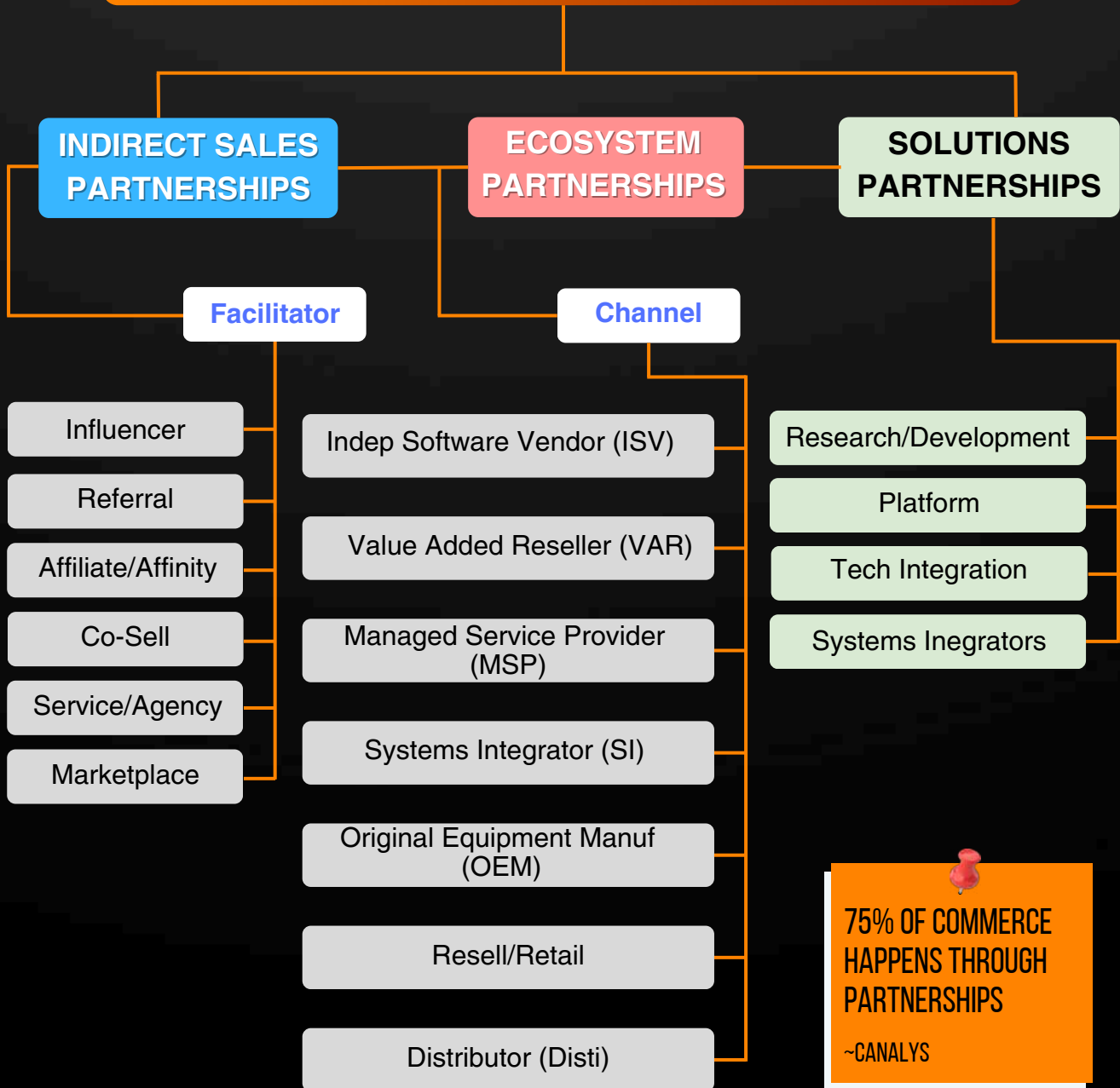
↳ Create a channel for collecting and evaluating recommendations from partners, customers, and internal team members to foster improvement.

Retention

↳ Actions taken to keep good partners and ensure they are happy and successful in the long run.



PARTNERSHIP CATEGORIES





Data-driven partnerships optimize decision-making and enhance scalability by closely monitoring key performance indicators such as lead generation, deal conversion, and closing velocity.

Time Period: Q1-2024	Company / Partnering Team	By Partner Program Type (Referral)	By SPP (Prof Svcs Referral Initiative)	By Partner (ACME)	By Partner Manager (Tim)
Number of Leads	172	96	85	10	50
Number of Opportunities	121	66	61	6	30
Number of Deals Won	23	11	10	3	15
Percentage of Deals Won	33%	37%	36%	50%	42%
Total Revenue	\$182,643	\$108,251	\$103,410	\$33,300	\$155,115
Average Deal Size	\$7,941	\$9,841	\$10,341	\$11,100	\$10,341
Velocity of Closed/Won	47 Days	43 Days	44 Days	33 Days	49 Days
Open Opps (Pipeline)	\$1,826,430	\$826,450	\$526,940	\$226,130	\$86,420

EVERY COMPANY MUST GROW ITS QUANTITY OF
PARTNERS BY 10X WITHIN THE NEXT 5 YEARS
~FORRESTER



SERVICES

1 Done For You - CONSULTING Fractional CPO

- License to PARTNERNOMICS® Frameworks
- Full (20% FTE) and Partial (10% FTE)
- Executive Team Participation



2 Done With You - COACHING Coaching

- License to PARTNERNOMICS® Frameworks
- 1-hour Weekly Zoom Calls
- 1-hour email/Slack per week



3 Done By You - COURSES Courses

- License to PARTNERNOMICS® Frameworks
- 9 Video-on-Demand courses
- University accredited certifications
- Lifetime content access



Molly Connolly, DELL
Director, Strategic Alliances

"From personal experience, I can tell you that even seasoned professionals can learn more about being better strategic leaders in partnering. The training from PARTNERNOMICS® crystallized important theories and provides you with tools and a methodology for achieving better business results through partnerships."

38% OF CEOS SAY PARTNERSHIPS ARE THEIR DOMINANT STRATEGY FOR GROWTH
~KPMG.

CORE PARTNERING COURSES



Partnering Foundations

This course teaches foundational topics, concepts, and terms that set the stage for an in-depth exploration to the art and science of developing successful strategic partnerships.



Indirect Sales or Solutions Partnerships

These courses teach the 6 phases of the indirect sales & and solutions partnering process and guide you through a disciplined process to create your company-specific partnering playbook.



Strategic Partner Leadership Model

This course introduces our proprietary Strategic Partner Leadership Model (SPLM) framework, which teaches a systematic way for your organization to effectively manage and lead strategic relationships.

The **ONLY**
University Accredited
Certification





MEMBERSHIP PACKAGES

Starter & Pro Membership Plans

STARTER MEMBERSHIP

FREE

- Partnering Foundations Course (3.5 hours)
- Partnering Foundations Certification Exam

PRO MEMBERSHIP

\$495

Lifetime Access
(\$2,480 Value)

- Everything included in the Starter Membership, plus
- Indirect Sales Partnerships Course (8-hours)
- Solutions Partnerships Course (7.5-hours)
- PARTNERNOMICS® Premium Toolbox
- Exclusive Cohort Collaboration Opportunities



7-WEEK BOOTCAMP OPTIONS

INDIRECT SALES

OR

SOLUTIONS

PARTNERSHIPS

- Up to 10 participants
- Learners from one or multiple organizations
- 7-week program
- 1- 2 hours of video content per week
- 1-hour Zoom debrief per week
- Access to the purchased courses and content
- Membership to PARTNERNOMICS® collaboration platform & tools

Investment:

- \$495 Pro Membership
- \$995 Coach Led 7-Week Bootcamp

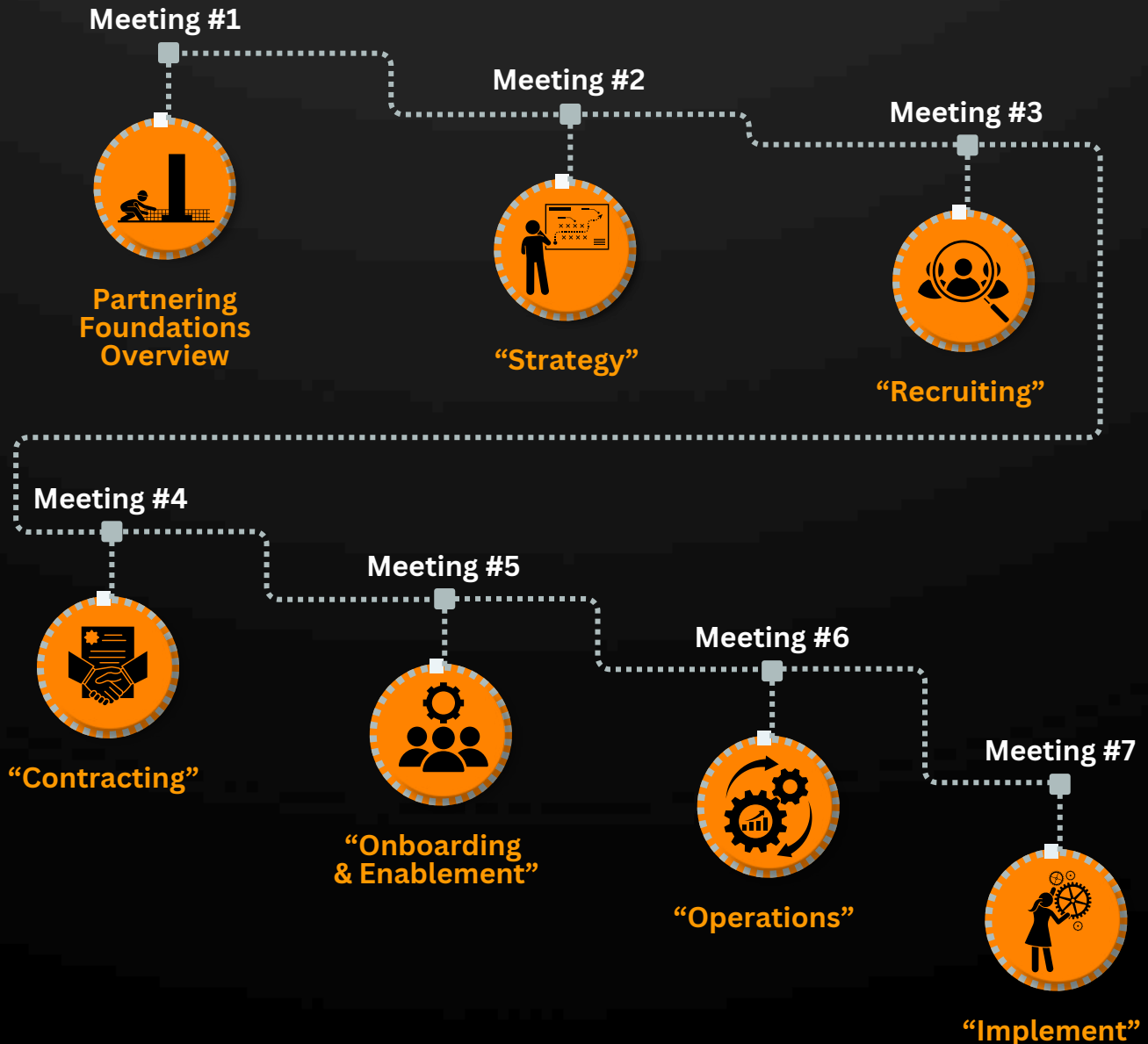


Daniel Tindall, Mango Voice
Director of Revenue

"It was a pleasure to be part of such a great program. The Partnernomics methodology helped deepen my understanding about partner ecosystems, organization structure, leadership and so much more. This program not only helped us internally but has enabled us to help our partners thrive."



PARTNERING PROCESS BOOTCAMP



COACHING JOURNEY

DEALS ARE 53% MORE LIKELY TO CLOSE WHEN A PARTNER IS INVOLVED
~CROSSBEAM



CERTIFICATIONS

COURSE-SPECIFIC CERTIFICATIONS



Each PARTNERNOMICS Course has an associated certification.

These certifications can be earned by:

- Completing the associated online course
- Purchasing the course-specific exam (\$100)
- Passing the course-specific exam



SPLP® CERTIFICATION

The Strategic Partner Leadership Professional® (SPLP®) certification can be earned by completing:

- Partnering Foundations,
- Indirect Sales or Solutions Partnerships, &
- Strategic Partner Leadership Model courses
- Passing the SPLP® Exam (\$395)



ADVANCED PARTNERING COURSES

STRATEGIC NEGOTIATIONS



In Strategic Negotiations, you will learn a universal negotiation framework that will allow you to quickly understand, plan, and react to collaborative situations in a way that best supports your long-term objectives. Unfortunately, most negotiation methodologies taught today focus on short-term single interaction tactics that are centered on manipulation and deception. Because of the unique nature of partnering professionals, the short-term tactics are counterproductive.

INNOVATOR'S METHOD



Our Innovator's Method course was developed in partnership with Nathan Furr, an Associate Professor of Strategy at INSEAD, where he teaches innovation and technology strategy. Nathan earned his PhD from the Stanford Technology Ventures Program at Stanford University and holds BA, MA and MBA degrees from Brigham Young University. The course steps through Nathan's innovation methodology and how learners can leverage partnerships to drive continuous innovation.

STRATEGIC COMMUNICATIONS



Learn the communication skills to build authentic trust, relationships, and partnerships from a global behavioral expert and master spy recruiter. Stop guessing, settling for less than you are capable of, and learn how to master the communication skills you need to move beyond transactional relationships and into mutually beneficial collaboration and partnerships.



IQ PARTNERNOMICS® IQ

Manage the full partnership lifecycle

Proactively manage partnerships at every step, from strategy to operations following the PARTNERNOMICS® methodology inside of Salesforce®.

Indirect Sales Partnerships

Strategy

Recruiting

Contracting

Onboarding

Enablement

Operations

Solutions Partnerships

Strategy

Recruiting

Contracting

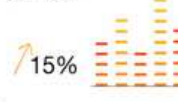
Onboarding

Co-Innovation

Operations



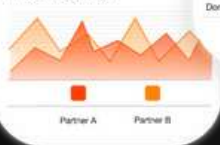
Opportunities by partner



Partnership by Status



Leads by Partnership



Leverage data

The times of hoping partnerships and partner managers are performing is over. Leverage data and dashboards for complete visibility into your partnering operations.

Simple attribution

Track what opportunities come from your partners using easy partner attribution. IQ users have complete visibility into the results partners are driving.

Opportunity Company X,Y,Z

Close Date xx/xx/xxxx

Amount \$75,000.00

Opportunity Owner Billy Bob

PARTNERNOMICS IQ

New Partnership Attribution

*Partnerships

Search Partnerships...

Lead

Search Leads...

Opportunity

Company X,Y,Z

PARTNERNOMICS IQ

SPP Methodology

Strategic Partnering Plan

Referral Program - Mobile App



Fully-integrated learning academy

PARTNERNOMICS® IQ gives partnering teams easy access to the tools and resources included in the PARTNERNOMICS® methodology.

[BOOK A DEMO](#)

Mark is an author, keynote speaker, and the Founder of PARTNERNOMICS®, an international software, consulting, and training firm that helps company executives significantly reduce their cost of revenue (sales & retention) by leveraging partnerships (PARTNERNOMICS® methodology).

Mark is an expert at turning collaborative relationships into highly functional competitive advantages. While working for a Fortune 100 technology firm, he traveled across Europe and the US architecting and leading hundreds of multi-million dollar partnerships. From the early 2000s, his passion and expertise in strategic partnerships led him to speak at international conferences from London, England to Silicon Valley.

Mark's passion and ability to build lasting business partnerships is a unique gift. He created the PARTNERNOMICS® platform of online courses, remote coaching programs, and consulting services by collaborating with more than 300 partnership thought-leaders and combining those insights with his 20+ years of leading partnerships with an aggregate value of more than \$7 billion.



Mark Brigman, Ph.D.
CEO

The Science of Partnering®

From Fortune 500 to Startups, thousands of clients from 83 countries run world-class partnering programs using PARTNERNOMICS® – Proprietary Methodology, Software, Academy, and a global network of Certified Consultants.

[Book a Call](#)

[Get Started](#)



PARTNERNOMICS.com



+1 816-678-2612



Mark@PARTNERNOMICS.com



1101 Innovation Pkwy, Suite #A219, Lees Summit, Missouri 64086