

Are you a small business consultant?

Would you like to grow your consulting revenue by \$75,000 per year, or more?



**BECOME A
CERTIFIED
PARTNERNOMICS®
IMPLEMENTER
& GROW YOUR CONSULTANCY**

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PARTNERNOMICS®
The Science of Partnering®

HELP YOUR CLIENTS GROW PROFITS VIA PARTNERSHIPS?

90-DAY QUICK LAUNCH PARTNER PROGRAM 4 STEP REVENUE GROWTH GUIDE

The **PARTNERNOMICS® Quick Launch Program** takes a business from “zero” to partner-sourced opportunities in 90 Days. The traditional recipe for “top of the funnel” opportunities is broken. The cost of acquiring new customers has skyrocketed in recent years, causing business leaders to find revenue growth alternatives. This innovative program delivers a time-tested growth strategy that methodically leverages your client’s ideal customer ecosystem to accelerate profit growth.

In this program, your customers implement a sub-set of the **PARTNERNOMICS®** methodology, which is used by thousands of companies across 85 countries. This partnership framework leverages trusted relationships within your client’s ideal customer ecosystem to **fast-track prospecting** and **sales cycles**, resulting in a more efficient sales process and greater revenue.

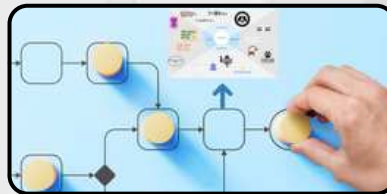
1



Identify Ideal Customer Persona (ICP)

Discover and target specific customer segments, focusing on high-value prospects that align with your products or services.

2



Map Ideal Customer Persona (ICP) Ecosystem

Identify and connect with complementary B2B companies that have trusted relationships with your ideal clients, creating a robust ecosystem of partners.

3



Evaluate Company’s Alignment with ICP Ecosystem Players

Utilize our proprietary **PARTNERNOMICS®** Scoring Tool to evaluate potential partners for strategic and financial fit, ensuring high alignment to maximizing partnership ROI.

4



Forge Partnerships & Optimize Execution

Implement a structured partnership plan with clear goals, metrics, and communication channels to drive success and sustained momentum.



BECOME A



- 1 ALIGNMENT
- 2 BOOTCAMP
- 3 CERTIFICATION
- 4 1ST CLIENT LAUNCH

THE PROCESS & INVESTMENT

- 1 Be selected into the **PARTNERNOMICS®** Implementer program.
- 2 Complete the Implementer Training (12-hours video-on-demand courses) and instructor-led debrief sessions. (\$1,490 USD)
- 3 Pass the Implementer Exam (\$100 USD) to join the network of **PARTNERNOMICS®** Certified Implementers.
- 4 Maintain your certification/license (\$295/mo) and participate in bi-weekly Implementer calls (Zoom).
- 5 Implement the **PARTNERNOMICS®** Quick Launch Program with your first client.

As a small business consultant, you have developed trusted relationships with founders and executives who are ready to grow their business.

Because of the abuse of automated outreach systems (email, phone, social), among other causes, the traditional revenue model has lost its effectiveness.

Millions of small business are primed to develop a referral partnership program that delivers predictable revenue to their company.

Rather than **'hope'** cold prospecting works, leaders can achieve **predictable revenue** by building relationships with trusted ecosystem companies.

By helping your clients implement the **PARTNERNOMICS® Quick Launch Program** you will earn an attractive engagement fee while your clients build a solid revenue-generating foundation that delivers fuel for future growth.

When effectively implemented, clients obtain a flow of qualified opportunities within **90-days**. These high-value opportunities come from their ideal customer ecosystem, which results in faster closes, larger deal sizes, and greater client satisfaction.

Our Certified Implementers leverage the trusted relationships they have built with their clients and the intimate knowledge of their business to efficiently install the **Quick Launch Program** in their clients' businesses.

Highly motivated business consultants can become a **Certified PARTNERNOMICS® Implementer** and begin their first paid engagement in less than 10 days.

Request a no-obligation consultation today to see if becoming a **Certified PARTNERNOMICS® Implementer** is right for you.



HOW CLIENTS ENGAGE THE QUICK LAUNCH PROGRAM

CONSULTING

(Done For You)



- LICENSE TO PARTNER**NOMICS**® FRAMEWORKS
- FULL (20% FTE) AND PARTIAL (10% FTE)
- EXECUTIVE TEAM PARTICIPATION
- \$5-10K PER MONTH
- 3-MONTH ENGAGEMENT

COACHING

(Done With You)



- LICENSE TO PARTNER**NOMICS**® FRAMEWORKS
- 1-HOUR WEEKLY COACHING MEETINGS
- 1-HOUR EMAIL/SLACK SUPPORT PER WEEK
- \$2,500 PER MONTH
- 3-MONTH ENGAGEMENT

COURSES

(Done By You)



- LICENSE TO PARTNER**NOMICS**® FRAMEWORKS
- 2 VIDEO-ON-DEMAND COURSES
- UNIVERSITY-ACCREDITED CERTIFICATION
- LIFETIME CONTENT ACCESS
- \$495 (ONE TIME FEE)

As a Certified **PARTNER**NOMICS**®** Implementer, you will be authorized to offer your clients three engagement plans, fractional consulting, coaching, or courses. We are firm believers in meeting every business leader where he/she is with respect to skills and budget to accomplish their growth goals.

Our engagement model efficiently delivers the resources that Implementers and their clients need to build and/or tune a scalable partnership program, one that will generate meaningful revenue and accelerate the business' growth.

PARTNERNOMICS**®** Implementers retain 100% of the revenue they bill from client engagements. If an Implementer completes 10 "Coaching" engagements in a year (\$7,500 program), this would result in \$75,000 in annual revenue, but only require \$4,740 investment (annual Implementer's Certification/license) after earning certification status.

In addition to earning engagement revenue, Implementers will also receive sales compensation for courses, certifications, and other training programs their clients purchase from **PARTNER**NOMICS**®**, as well as referral fees if client referrals are made.



FAQs

- Can I earn sales compensation if my client purchases a course or certification from **PARTNERNOMICS®**?

A: Yes, you will earn 50% share of course and certification purchases from your referred clients.

- Can I refer my client to **PARTNERNOMICS®** to implement the Quick Start Program if I am too busy?

A: Yes, you can refer clients to **PARTNERNOMICS®** in which case you will receive 20% compensation for the first year of all consulting and coaching services delivered to the client.

- Who “owns” the client? Who is the contracting entity?

A: The Certified Implementer owns the client and his/her company is the contracting entity for client engagements.

- How long do I have to commit to the **PARTNERNOMICS®** Certified Implementer program?

A: Each Certified Implementer must agree to a 1-year term, then he/she can elect to terminate their certification.

- Can I receive some coaching when implementing the Quick Launch Program for the first client?

A: Yes, all Implementers will have a mentor to which they can collaborate.

- Will I have to pay a revenue share or sales commission for my engagements?

A: No, you will keep 100% of your engagement fees. You only have to pay the monthly license fee (\$295).

- Will **PARTNERNOMICS®** provide any marketing or branding assistance for my consultancy?

A: Yes, we have resources to develop and disseminate marketing collateral.

- Should I expect to develop my own book of business or will **PARTNERNOMICS®** give me leads to work?

A: You should have and continue to develop your own book of business, but inbound leads are possible.

- Can I write blogs and/or produce videos and other content and ask **PARTNERNOMICS®** to promote it?

A: Yes, we encourage all of our consultants to share their thought leadership and we will promote it.



FAQs

- Are **PARTNERNOMICS®** Implementers 1099 - independent contractors or W2 employees?

A: **PARTNERNOMICS®** Implementers are 1099 independent contractors.

- What happens after the initial 3-month client engagement (Consulting / Coaching Plan)?

A: Most clients continue (or move to) a “Coaching” engagement to further develop their program or reduce to a periodic hourly advisement relationship if they do not have a partner manager in-house.

- How much should I charge for ad hoc advising?

A: Most Certified Implementers charge \$300 per hour.

- When was **PARTNERNOMICS®** Founded?

A: We were founded in 2014 by Mark Brigman, Ph.D., a 25 year veteran of B2B partnership operations.

- How many professionals have engaged the **PARTNERNOMICS®** Methodology over the past decade?

A: Thousands of professionals from 85 countries have engaged our proprietary frameworks.

- Can I represent myself as a **PARTNERNOMICS®** Certified Implementer on LinkedIn after completing the program?

A: Yes, we encourage all Certified Implementers to showcase their certification to achieve differentiation among other business consultants.

Ready to Learn More About Becoming
a **PARTNERNOMICS®** Certified Implementer?

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