

# CHANNEL PARTNER

## Evaluation Form

The choices you make about who to partner with can make or break your channel program. At a high level, you need to be sure that you've chosen the right category of partners. As you drill down to individual partners, you need to ensure that each partner is a good fit philosophically, operationally, and in terms of ability to perform.

| On a Scale of 1-5, rate the prospective partner on the following:  | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| How closely does their current/target client list overlap with your current/target customers?                    |   |   |   |   |   |
| How essential are their services to the ability of your end customers to achieve the best ROI with your product? |   |   |   |   |   |
| How do you rank the skill of their service/quality of their offerings?   |   |   |   |   |   |
| How strong is their current sales performance and capabilities?  |   |   |   |   |   |
| How complimentary are your mission, vision, values, and goals?   |   |   |   |   |   |
| How complimentary is their business model?   |   |   |   |   |   |
| How complimentary is their technology?   |   |   |   |   |   |
| How familiar are they with channel partnership programs?   |   |   |   |   |   |
| What level of value can you bring to their business?   |   |   |   |   |   |



For more - download The Complete Guide to Channel Sales & Marketing

<http://offers.openviewpartners.com/channel-sales-marketing-guide>