

Partnerships

Role Definition

Develop and drive revenue and growth opportunities by identifying, designing, and executing strategic partnerships that provide incremental client, customers, and customer prospects.

RevelOne Insights

Partnerships roles can vary based on a company's core partnerships model: "buy-side" (paying a partner), "sell-side" (paid by a partner), or "co-selling" (value is exchanged).

Roles also vary based on the type of partnerships: "strategic" (one-to-one negotiated relationship), "mass" (one-to-many turnkey bulk partnerships such as affiliates), or "channel" (one-to-one-to-many partnerships where the partner brings with them their own built-in network of additional partners).

Section 1. Role Archetypes

Deal Maker

- Identifies and Builds Partnership pipelines, outreach tactics, and roadmap to scale.
- Executes and operationalizes the GTM/Partnership playbook to secure mutually beneficial partnerships.
- Self-sufficient, aggressive sales prospecting/hunting experience.
- Resourceful with strategic ability to identify opportunities and build strong relationships.
- Works through ideas to continuously evolve the strategy and to drive growth.

Activation and Enablement Expert

- Partners with PMM to understand partner types and align positioning/messaging.
- Helps develop pitch decks, talking points (value props), and sales and marketing training.
- Develops process, documentation, and tools for partner onboarding and launch.
- Works cross functionally with Marketing, Engineering, and Sales.

Marketing and Relationship Builder

- Develops and deploys marketing and management strategies to drive sales/usage/activity through partners.
- Quantifies and reports on the performance of channel/partner performance after launch.
- Primary representative of the company for marketing and business efforts with partners and prospects.
- Serves as Technical Account Manager troubleshooting issues, and coordinating campaigns execution or product changes.

Section 2. Role Leveling

Common Titles

Partnerships, Channels, Partner Marketing, Business Development, and Affiliate

Role Leveling Chart

VP

- Cross-functional team leader who can sell, stand up or scale programs and coordinate resources across the organization.
- Understands and translates market insights and business goals into successful partnership opportunities.
- Can build and manage small to large teams and own revenue and partnership P&L.
- Can develop and execute complex and sophisticated partnerships deals and frameworks.
- Has experience in the full lifecycle of a partnership: business development, onboarding/enablement, or existing partner marketing.

Director / "Head of"

- Either strong independent contributor or player-coach.
- Can contribute to pipeline development, process development, Go-to-Market and selling strategies and opportunities.
- Has experience in 2 or more aspects of the full lifecycle of a partnership: business development, onboarding/enablement, or existing partner marketing.
- May manage a small team of direct reports.
- Can own a single partnership function or initiative from start to finish.

Manager/Sr Manager

- A "doer" managing day-to-day relationship, program, or BD tasks.
- Likely experienced in only one core area of the full lifecycle of a partnership: business development, onboarding/enablement, or existing partner marketing.
- Not yet focused on new partnership strategies or strategic program improvements, involved in the execution of initiatives more so than strategy.

Section 3. Priorities & Skills

Instructions

RevelOne suggests that you select 3-5 top role priorities to properly focus the requirements for the role/search.

Role Priorities Chart

Deliver a clear roadmap for scaling partner programs and identifying and testing additional partnership opportunities.

Develop pipeline and sign new deals/partnerships delivering a measurable and steady growth of new customers/clients.

Create partnership deal frameworks and sales playbooks to ensure lucrative partnerships that deliver against company goals and brand guidelines.

Develop processes & documentation for new partner onboarding & technical set up.

Conduct research, work with product marketing to develop BD materials such as pitch decks and talking points.

Create marketing plans and disseminate company marketing materials/campaigns for partner programs (new launches and post-launch pushes).

Quantify and evaluate return for each partnership, offer performance analysis insights and improvement strategies.

Additional considerations for discussion

- Company stage
- Vertical and company experience
- Partnership model and complexity
- Domestic or international experience
- Partner lifecycle
- New or existing product category

Instructions

Select the most desired skills. Consider priorities and skills holistically to ensure you seek skill sets that nest together in candidates.

Skill Portfolio Chart

Business Development

- Research and financial modeling
- Entrepreneurial, resilient, and driven prospector
- Closing, negotiation, and presentation
- Leadership, C-suite relationship building
- CRM/ABM platform experience

Onboarding Enablement

- Cross-functional experience (marketing, sales, and product teams)
- Strong writing and communication skills
- Documentation and Tool Development
- Experience creating marketing materials
- Project Management

Partner Marketing and Relationship Management

- Partner Market Segmentation, Insights, Messaging/Positioning
- Account management
- Analytical and data-driven
- Understanding of marketing channels and attribution
- Ability to execute online marketing campaigns
- Collaborate with multiple stakeholders and project manage
- Effective communication skills

Key Metrics

- New partners/channels/markets
- Revenue/sales/leads/members
- Average partnership value
- Deal profitability/ROI
- Time to onboard
- Partner retention