Workshop

Effective Partner Recruitment and Onboarding

Set the stage for success through recruitment and onboarding that primes partners to get to work faster—and more productively

Overview

This workshop offers actionable insights and best practices employed by leading B2B channel suppliers to drive successful partner recruitment and onboarding. Specifically, an experienced Zift Solutions consultant will guide your team through a collaborative workshop to develop a standardized recruitment and onboarding process that is a critical component of building successful relationships and driving productivity with channel partners. Using proven methodologies and best practices, your channel team will learn how to:

- *Identify, target and successfully recruit qualified partners*
- *Develop partner qualification, screening and onboarding processes*
- *Engage partners in your program to drive productivity within the first 90 days*

The Problem

New products, services and growth initiatives require channel programs to prioritize partner recruitment. Whether starting from scratch or adding partners to an existing program, many organizations still struggle with driving awareness and often fail to identify, target and recruit the right partners. Once partners do sign up, the real work to promote partner engagement and productivity begins. Shortening the partner's time-to-revenue pivots around onboarding. Without a structured approach that guides partners through the onboarding process, channel programs experience the 80/20 rule — where only a small fraction of partners actually drive results.

The Solution

Zift Solutions guides you through the key components and processes for developing a successful partner recruitment and onboarding plan. Whether recruiting partners into a new program or expanding your partner ecosystem, this workshop maximizes your recruitment efforts by helping you identify the ideal partner profile. Then we design and deliver a framework to advance your partners promptly through the recruitment and onboarding process, so that they can begin producing quickly.

What's Included?

Zift Solutions provides a six-step framework to manage and drive excellence in partner recruitment and onboarding. This includes developing a process to identify the right type of partners, and then creating a value proposition that motivates them to join your program. We also unveil the steps leading channel programs employ to guide partners through an effective onboarding process. These proven processes engage partners in training and lead-generation activities that accelerate time-to-productivity. Before concluding, we help your team develop a best-in-class process based on the SiriusDecisions Recruitment Waterfall™.

Key components of this workshop include:

Recruitment Planning

We begin by assessing your current channel recruitment processes to identify weaknesses and uncover any gaps that your peer organizations may be leveraging to their benefit. Specific topics include building a partner suspect list and developing a compelling recruitment package, which includes the creation of a unique partner value proposition.

Ideal Partner Profile

Next, we walk your channel team through a process that identifies and defines the ideal partner profile for the products and services you wish to promote through channel resellers, alliance partners or key influencers. We help your channel team identify partner "watering holes" — associations or industry websites that partners visit to gain knowledge or collect information on suppliers. We then teach your team how to employ the marketing tactics and messaging that works best to attract target partners into your program.

Partner Journey Mapping

Like buyers, partners follow certain steps when developing relationships with suppliers. During this session, Zift consultants will help your team identify and capitalize on specific stages in the partner's journey, including the offer stage, the commitment stage and the enablement stage. Each stage has its own particular set of questions that suppliers must address to successfully recruit and engage partners.

Effective Partner Onboarding

Without a well-mapped plan for onboarding, partner recruitment efforts often fail. Zift helps to mitigate this by ensuring your company develops best practices for onboarding and engaging new partners within their first 90 days of joining your program. During this session, we identify what, how and when training should be delivered to sales, marketing and product specialists within your partner ecosystem to promote immediate partner engagement and speed time-to-revenue.

Partner Activation

We conclude this workshop by describing the steps leading channel programs take to activate partners and engage them in lead-generation programs. Using a proven execution process, Zift Solutions will demonstrate how companies speed their channel time-to-productivity by providing partners with the tools, processes and guidance required to help them create new opportunities for their partners.

Typical Project Outcomes

- In-depth and actionable understanding of winning partner recruitment and onboarding strategies by channel sales, marketing and operations teams

- Faster time-to-productivity and increased partner revenue via proven recruitment and onboarding processes

- Better visibility into partner capabilities and performance

- Better targeting and conversion of suspect partners into your channel program

- Increased adoption and loyalty by partners through precise messaging and best-in-class frameworks

Who Should Participate?

Channel sales and marketing leaders

Partner account managers

Partner marketing managers

Channel sales or marketing operations teams

Channel sales enablement leaders

Sample Data Collection

In support of this engagement, Zift Solutions will work with the Executive Sponsor or Project Leader to collect and review relevant documents, such as:

- Channel marketing and sales organization charts

- Relevant information regarding products and/or solutions sold through the channel

- A partner census by region, product/solution, type, revenue, etc.

- Information on relevant channel initiatives, goals, incentives programs and investments, including co-op, MDF and variable operating expenses, such as current funding for demand creation and lead generation programs

- Any campaign level reporting that describes both cadence and performance of ongoing recruitment efforts, their adoption by partners and their contribution to revenue

Workshop Deliverables

Key deliverables will include:

- Project kickoff and weekly check-in meetings for the duration of the project

- Partner Recruitment Assessment, identifying the key gaps and inefficiencies in the current recruitment and onboarding processes, programs and investments

- An Interim Report with preliminary findings and recommendations based on the comparison and contrasting of the current state analysis with best practices

- A Final Report with prioritized recommendations and an action plan