External Partners Sales Enablement Procedure

1.0 Purpose

This procedure outlines the comprehensive process for implementing and maintaining an effective sales enablement program for external partners, ensuring they are equipped with the necessary tools, knowledge, and resources to successfully sell the company's products or services.

2.0 Scope

This procedure applies to all external sales partners, including but not limited to resellers, distributors, value-added resellers (VARs), system integrators, and managed service providers (MSPs).

3.0 Responsibilities

3.1 Partner Enablement Team: Oversee the overall implementation of the sales enablement program for external partners.  
3.2 Sales Leadership: Provide strategic direction and support for the partner enablement program.  
3.3 Marketing Department: Develop and manage content strategy aligned with partner needs.  
3.4 Product Management: Provide product information and updates.  
3.5 IT Department: Support the technical aspects of partner enablement platforms.  
3.6 Partner Account Managers: Serve as the primary point of contact for external partners.  
3.7 Senior Management: Champion the partner enablement initiative and allocate necessary resources.

4.0 Procedure

4.1 Partner Assessment and Onboarding

4.1.1 Evaluate potential partners  
a) Define criteria for partner selection  
b) Conduct due diligence on potential partners  
c) Assess partner capabilities and market reach4.1.2 Implement partner onboarding process  
a) Develop a comprehensive onboarding checklist  
b) Provide access to partner portal and necessary systems  
c) Conduct initial product and sales training  
d) Introduce key contacts within the organization4.1.3 Establish partnership agreements  
a) Define roles, responsibilities, and expectations  
b) Outline revenue sharing and commission structures  
c) Set performance targets and review processes

4.2 Develop Partner Enablement Strategy

4.2.1 Define enablement objectives and KPIs  
a) Set clear goals for partner performance  
b) Establish metrics for measuring enablement effectiveness  
c) Align enablement objectives with overall business strategy4.2.2 Create partner segmentation model  
a) Categorize partners based on size, expertise, and market focus  
b) Tailor enablement strategies for each partner segment  
c) Develop tiered partner program structure4.2.3 Design partner enablement roadmap  
a) Outline key initiatives and timelines  
b) Allocate resources for each enablement activity  
c) Establish milestones and review points

4.3 Implement Sales Enablement Infrastructure

4.3.1 Deploy partner relationship management (PRM) platform  
a) Select and implement appropriate PRM software  
b) Integrate PRM with existing CRM and marketing automation tools  
c) Configure system to align with partner processes and workflows4.3.2 Establish content management system  
a) Implement centralized repository for sales and marketing materials  
b) Develop content tagging and categorization system  
c) Set up version control and content update processes4.3.3 Implement partner analytics and reporting tools  
a) Set up dashboards for tracking partner performance metrics  
b) Integrate data sources for comprehensive analysis  
c) Establish regular reporting cadence for partners and internal stakeholders

4.4 Develop and Manage Partner Enablement Content

4.4.1 Create partner-specific content strategy  
a) Identify content needs for different partner segments and sales stages  
b) Develop content creation and curation plan  
c) Establish guidelines for partner co-branding and customization4.4.2 Produce sales enablement materials  
a) Develop product collateral, case studies, and competitive battle cards  
b) Create sales scripts, email templates, and proposal templates  
c) Design interactive content like ROI calculators and product demos4.4.3 Implement content effectiveness measurement  
a) Track content usage and engagement metrics  
b) Gather feedback from partners on content utility  
c) Analyze content impact on partner deal progression and win rates

4.5 Implement Partner Training and Certification Programs

4.5.1 Develop comprehensive training curriculum  
a) Design role-based training paths for different partner types  
b) Create product, sales methodology, and industry knowledge modules  
c) Develop hands-on exercises and assessments4.5.2 Implement certification program  
a) Establish certification levels and requirements  
b) Create certification exams and practical assessments  
c) Develop recognition and incentive program for certified partners4.5.3 Leverage technology for training delivery  
a) Implement learning management system (LMS) for partners  
b) Develop on-demand and virtual instructor-led training options  
c) Create microlearning modules for just-in-time training

4.6 Provide Ongoing Partner Support

4.6.1 Establish partner support channels  
a) Set up dedicated partner support hotline or chat system  
b) Create knowledge base and FAQ resources  
c) Implement ticket management system for partner inquiries4.6.2 Conduct regular partner engagement activities  
a) Schedule quarterly business reviews with key partners  
b) Organize annual partner summit or conference  
c) Facilitate peer-to-peer networking opportunities among partners4.6.3 Implement partner feedback and improvement process  
a) Conduct regular partner satisfaction surveys  
b) Establish partner advisory board for strategic input  
c) Create process for partners to submit product and program improvement suggestions

4.7 Measure and Optimize Partner Enablement Effectiveness

4.7.1 Track and analyze partner performance metrics  
a) Monitor partner-generated revenue, deal registration, and win rates  
b) Analyze partner engagement with enablement resources and training  
c) Measure impact of enablement activities on partner performance4.7.2 Conduct regular program reviews  
a) Perform quarterly analysis of enablement program effectiveness  
b) Gather feedback from internal stakeholders and partners  
c) Identify areas for improvement and optimization4.7.3 Continuously refine and improve the program  
a) Update enablement strategy based on performance data and feedback  
b) Iterate on content, training, and support offerings  
c) Stay informed about industry best practices and emerging technologies

5.0 Documentation

5.1 Maintain a central repository of all partner enablement materials and processes.  
5.2 Document best practices, success stories, and lessons learned.  
5.3 Keep updated versions of partner program guidelines and agreements.  
5.4 Prepare quarterly reports on partner enablement program performance for senior management.

6.0 Review and Approval

6.1 This procedure shall be reviewed annually by the Head of Partner Enablement.  
6.2 Any changes must be approved by the Chief Sales Officer and the Executive Committee.  
6.3 The review process should include input from key partners and internal stakeholders.

7.0 References

7.1 Partner Program Guidelines  
7.2 Sales and Marketing Content Strategy  
7.3 Product Roadmap and Release Notes  
7.4 Partner Agreement Templates  
7.5 Industry Benchmark Reports