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**Partner Recruitment Checklist**

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|  | Considerations | ✔ |
| 1. | Do you understand how your target customers prefer to buy? |  |
| 2. | What is the purchase process and buyer’s journey? |  |
| 3. | Who are the key partners or influencers in your market for your target audience? |  |
| 4. | What is your competition doing for a distribution strategy? Is it successful or not? Is distribution where you can create a differentiating strategy?  |  |
| 5. | What are the criteria for you to build a successful channel? Strategy drives selection criteria. How will you know which distribution partners are right for your company and product?  |  |
| 6. | Have you identified a target channel and influence partner list? |  |
| 7. | What is your value proposition to these companies? Why should they work with you? What’s in it for them? |  |
| 8. | How is the customer experience improved through the channel? How is customer value created through partners? |  |
| 9. | What are the terms, policies and pricing structures you are willing to offer?  |  |
| 10. | Have you identified strategic, operational, relationship fit and potential value for each company you are targeting?  |  |

**Phoenix CG and Highland Team can help you with Partner Selection and Qualification.**

**Contact us for a complementary assessment call.**

**Deborah Henken, President, Highland Team,** **dhenken@highlandteam.com****, 650-224-6295** [**www.highlandteam.com**](http://www.highlandteam.com)

**Norma Watenpaugh, President Phoenix Consulting Group,** **normaw@phoenixcg.com****, 888.848.9514, www.phoenixcg.com**