

How to identify opportunities to streamline your partnership program

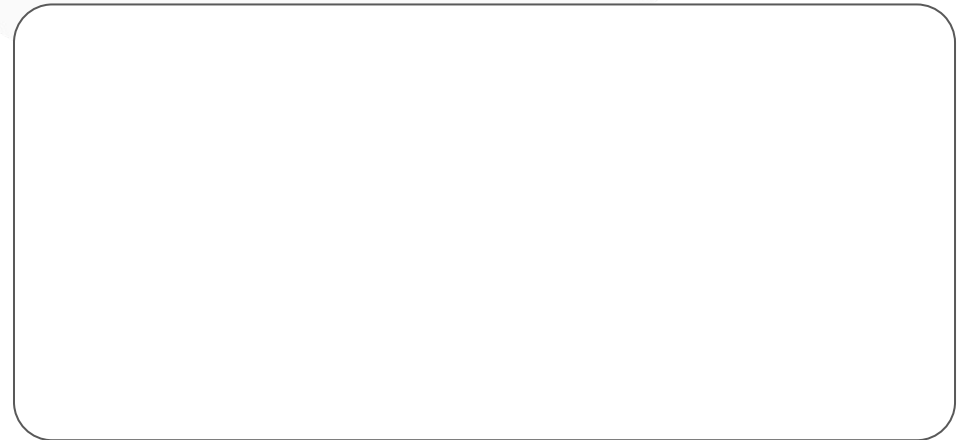
Your three-step guide to level up your partnership program management.



Identify opportunities to streamline and enhance your partnership program management

The most successful partnership programs operate with high levels of efficiency. Use this worksheet as a blueprint to help you pinpoint and evaluate opportunities for you to streamline your partnership program. Reinvest the time you save from process improvements to help take your program to the next level.

1 Think about where there is a lot of manual effort in your current partnership management process. How can you streamline these workflows and enhance your partner experience? (i.e., partner applications, surfacing deals, reporting)



2 Recognize strategic tasks that you don't yet do but would be helpful to grow your program. How can you efficiently incorporate these practices? (i.e., partner newsletters or optimizing partner contracts based on value)



3 Use the template below to capture your initial thoughts for the questions above.

Opportunity name	Life cycle stage	Description
Example: Opportunity #1	Discover and Recruit	Set up approval rules to auto and decline or approve applications. Save time reviewing applications and help partners become productive faster.
Example: Opportunity #2	Contract and Pay	Add bonus tiers based on volume to my contracts to incentivize partners to send my program more volume.

Evaluate each opportunity based on the expected value

Take a step back to consider the following:

- Expected gains for your partners, your partnership program, and other key stakeholders in your company (i.e., CMO, CFO, legal)
- Time investment required
- Dependencies on other teams
- Assumptions your predictions are contingent on

Stakeholder name/dept	Expected benefits	Dependencies	Time investment	Assumptions
Example: Opportunity #1	Discover and Recruit	Legal team review, marketing team alignment	4 hours	Significant volume of inbound applications

Determine which opportunities to pursue

Rank the attractiveness of each opportunity on a scale of one to ten to determine which to explore first. To achieve this, factor in:

- How much of a priority is this opportunity for your organization relative to others?
- Do you have the required time and resources to pursue the opportunity at this time successfully?
- What are the next steps? Who will do what, and by when?

	Attractiveness score	Decision (pursue, wait, don't pursue)	Next steps (who, what, when)
Opportunity #1	9	Pursue	Partnership manager to set up application approval rules by the end of the month and monitor success
Opportunity #2			
Opportunity #3			
Opportunity #4			
Opportunity #5			
Opportunity #6			
Opportunity #7			
Opportunity #8			
Opportunity #9			

Time for a partnership program upgrade

An efficient partnership program management is key to sustained growth as you scale. Pursue the most promising opportunities to help you streamline your program management and make adjustments as needed.

Want to hone your partnership program even more? Check out these great resources from impact.com:

- [Best practices for optimizing your partnerships \[ebook\]](#)
- [A buyer's guide to affiliate marketing automation \[ebook\]](#)

