**Partner Program Audit**

It is important to take a step back and look at your partner program as a whole. When you’re deep in the trenches, you may miss bigger picture opportunities. Allbound has created this partner program audit to help you identify possible areas of growth within your organization.

Check all boxes that apply to you. If you don’t know the answer, leave the box unchecked.

**Partner Landscape**

I’ve had extensive conversations with key stakeholders at my company about what a

successful partnership looks like for my organization.

I know who my top-performing partners are.

I know an average of how many deals are brought in by my partners.

I know the average size or scope of my partner deals.

My partners enable my company to reach an audience we wouldn’t be able reach on our own.

**Sales Cycle Metrics**

I know all of the steps involved and necessary for a partner deal to close.

I know how long our average partner sales cycle lasts.

I know which stages of the partner sales cycle take the longest.

I know which part of the sales cycle is the most expensive/time-consuming.

have tools to help me automate the partner sales cycle process.

**User Experience for Channel Partners**

My partners understand how to use MDFs to help increase brand exposure.

My partners have access to relevant content in a unified platform that enables them

to co-brand efficiently.

My partners have access to understand my company’s updates and any updated

sales materials.

The way I train partners is efficient and everyone involved knows expectations and has

a clear path.

My partners feel autonomous with obtaining content, training materials, and playbooks in

order for them to help sell my product.

**Channel Engagement**

I understand which content is engaged with the most by partners.

I’m able to track which partners are most engaged with content, co-branding,

quizzes/training, etc.

I clearly understand which partners have completed training and onboarding

I know which partners utilize our MDFs most often.

I have a clear understanding as to which partners register deals most often.

Total boxes checked: \_\_\_\_\_

**Results**

Checked 1-10 items: Uh oh, it may be time to consider other strategies to help you restructure your channel program and get actionable insights. Talk to key stakeholders at your company, understand your channel goals, and define what your ideal partner looks like. Too many moving parts to consider? Not a problem. Automating more components of your channel program may be the key to getting your partners more engaged, empowered to sell, and will ultimately provide insight into your channel that you’ve been missing. We recommend talking to a channel expert to learn more about how to implement channel best practices and how automating some of these tasks will make you feel like a Rockstar (and look like one, too!).

Checked 11-15 items: Not too bad. We can tell it’s not your first day on the job, but you also probably can guess that there’s a better, more efficient way to manage your channel. This score suggests you may not have a clear understanding of your partner sales cycle, channel engagement, or partner experience. You also may be missing some key insights into the successes and challenges within your program. It wouldn’t hurt to schedule some time with a channel expert to uncover growth opportunities for your partner program. Doesn't everyone want to do a little better?

Checked 16-20 items: Wow, look at you! Looks like you have a great understanding of your partner landscape. Now, have you thought of optimizing it to achieve maximum potential...and exceeding expectations with your boss? Whether you have a PRM in place or not, having more in-depth data about your program will catapult you into channel bliss. Allbound amplifies what you already have by providing a solution that your partners love. Meanwhile, you can rest assured you’re spending time focusing most on what impacts your bottom line.