10 Best Practices

designed to grow alliance revenue

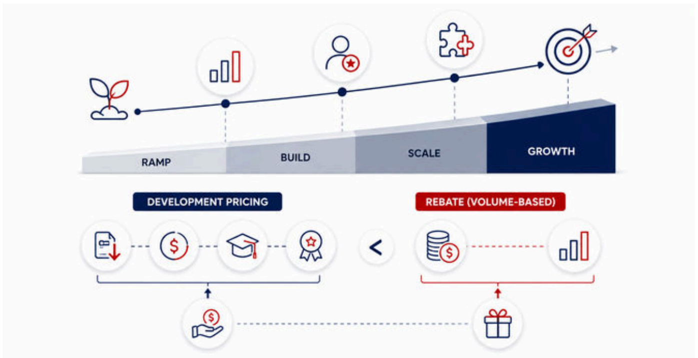
#1 Tier your alliances by value, not volume.

Segment partners by potential and align investment, ownership, and support to each tier.

#2 Name an executive sponsor on both sides, or admit it's a static account.

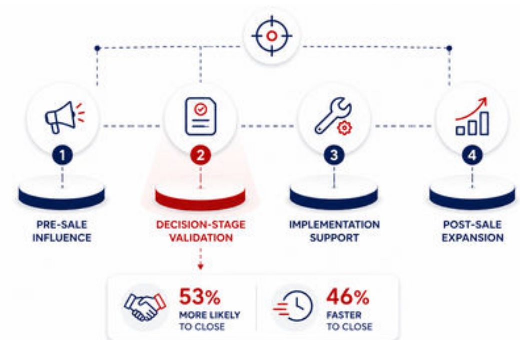
Give strategic alliances visible executive ownership to clear obstacles, align resources, and sustain momentum.

#3 Price for the partner's journey, not just their volume.



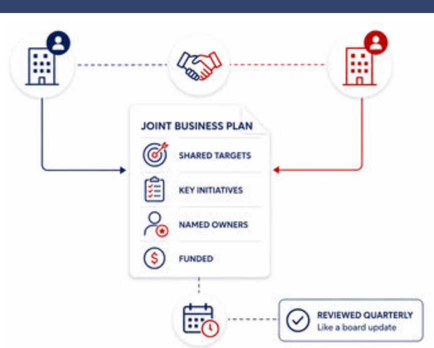
Use development pricing and milestone-based terms to invest in future partner growth.

#4 Pick one kind of alliance value to activate first.



Choose the alliance motion that best fits your sales model and build it to maturity before expanding.

#5 Put the joint business plan in writing, driving clarity and commitment.



Document shared goals, funded initiatives, actions, and owners, and review them together every quarter.

#6 Make MDF a growth investment, not a reimbursement process.

Tie MDF to specific business outcomes, shared accountability, and measurable partner growth.

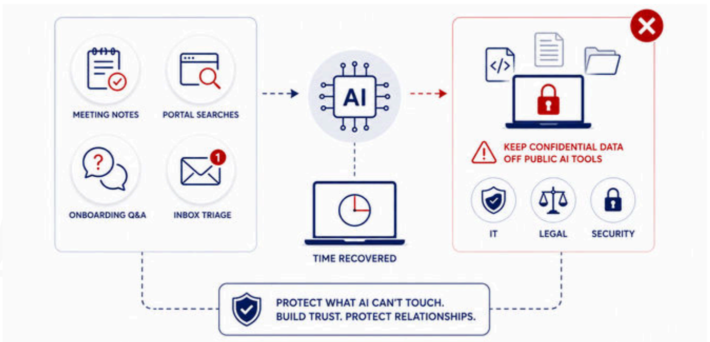
#7 Fix the comp plan before you fix the messaging.

Align seller compensation so involving partners strengthens the economics of the deal.

#8 Co-sell for real capability, not just coverage.

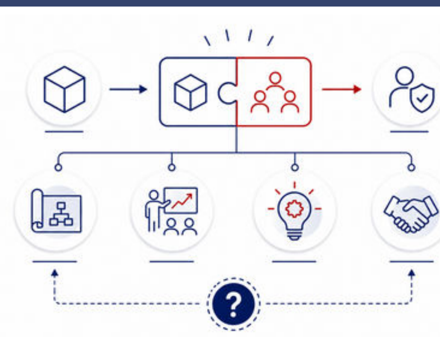
Build the partner's ability to win independently by defining roles, developing skills, and learning together.

#9 Let AI handle the administrative work, and protect what it cannot touch.



Use AI to reduce administrative work while keeping confidential partner information protected.

#10 Sell the solution, not the product.



Help partners build repeatable solutions that solve customer problems and create deeper commercial value.