Category

Commercial Excellence

Partner & Ecosystem-Led Growth Playbook

Building partner-sourced growth as a genuine engine, not an occasional referral channel

- Practitioner
- Intermediate
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- Administrator
- 23 January 2022
- 3 minute(s)

Overview

A framework for partner and ecosystem-led growth — building deliberate partner enablement, joint value proposition development, and partner-sourced pipeline as a genuine growth engine — distinct from treating partnerships as an occasional, loosely-managed referral source.

What's the difference between having partnerships and having

genuine partner-led growth? Having partnerships means partner relationships exist; partner-led growth means those relationships are deliberately enabled, measured, and managed as a genuine pipeline source with dedicated investment — the difference between passive

relationship maintenance and an active growth engine.

What's the most common reason partner programs underperform their

potential? Insufficient partner enablement — partners lack the tools, training, and joint value proposition clarity needed to genuinely sell or refer effectively, leaving partnership potential unrealized despite the relationship existing on paper.

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