Category

Commercial Excellence

Ecosystem Partner Enablement & Playbook Design Playbook

Giving partners a genuine playbook to sell with, not a folder of collateral they have to assemble themselves

- Practitioner
- Intermediate
- Template Included

- Administrator
- 16 April 2024
- 3 minute(s)

Overview

A framework for ecosystem partner enablement and playbook design — building structured, actionable sales playbooks specifically for partners, distinct from simply providing marketing collateral and expecting partners to assemble their own effective sales approach independently.

What's the difference between providing partners marketing

collateral and providing genuine partner enablement? Marketing collateral gives partners materials; genuine enablement gives partners a structured, actionable playbook — specific talking points, objection handling, qualification criteria — that equips them to actually sell effectively, not just materials they have to figure out how to use themselves.

Why do many partner programs underperform despite providing

extensive marketing materials? Materials alone don't equip partners with the structured selling approach genuine enablement requires — partners often need the same kind of playbook-level guidance a direct sales team would receive, not just brochures and product sheets.

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enablement?\nMarketing collateral gives partners materials; genuine enablement gives\npartners a structured, actionable playbook — specific talking points,\nobjection handling, qualification criteria — that equips them to\nactually sell effectively, not just materials they have to figure out\nhow to use themselves." } }, { "@type": "Question", "name": "Why do many partner programs underperform despite providing", "acceptedAnswer": { "@type": "Answer", "text": "extensive marketing materials?\nMaterials alone don't equip partners with the structured selling\napproach genuine enablement requires — partners often need the same\nkind of playbook-level guidance a direct sales team would receive, not\njust brochures and product sheets." } }] }

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