

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.

```
{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [ { "@type": "Question", "name": "What's the difference between providing partners marketing", "acceptedAnswer": { "@type": "Answer", "text": "collateral and providing genuine partner 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 actually sell effectively, not just materials they have to figure out how 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 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." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country

I agree to data processing in accordance with GDPR

Leave this field blank

References

Related playbooks

Commercial Excellence

Channel Conflict Management & Territory Governance Playbook

A framework for channel conflict management and territory governance — establishing clear, proactive rules of engagement and territory definitions before confi

- Practitioner
- Intermediate
- Template Included

[Read playbook](#)

Commercial Excellence

Commercial Excellence in Inflationary & Volatile Markets Playbook

A framework for commercial excellence in inflationary and volatile markets — building pricing and commercial processes that can adjust responsively to genuinely

- Executive
- Advanced
- Template Included

[Read playbook](#)

Commercial Excellence

Commercial Excellence for Selling Sustainability & Green Offerings Playbook

A framework for commercial excellence in selling sustainability and green offerings — grounding sustainability value propositions in credible, verifiable evidence

- Practitioner
- Intermediate
- Template Included

[Read playbook](#)

Talk to us about partner enablement design

Tags

- Partner Enablement
- Ecosystem Strategy
- Sales Playbook Design

Author

Administrator

Think Insights Administrator