Category

Commercial Excellence

Partner Performance Management & Scorecard Design Playbook

Scoring partners on metrics that predict genuine future value, not just past sales volume

- Practitioner
- Intermediate
- Template Included

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

Overview

A framework for partner performance management and scorecard design — building scorecards that capture genuine predictive indicators of partner value (engagement quality, pipeline health, customer satisfaction) alongside historical sales volume, avoiding scorecards that only look backward at past performance without informing forward-looking partner investment decisions.

Isn't historical sales volume the most straightforward and

reliable measure of partner performance? Historical volume is relevant but backward-looking alone — it doesn't capture leading indicators (engagement quality, pipeline health,

customer satisfaction with the partner) that predict future partner value, which matters significantly for forward-looking investment and tier decisions.

What's the risk of a partner scorecard based purely on historical

sales volume? It can miss emerging risk (declining engagement, customer satisfaction issues) in partners with strong historical numbers, or fail to recognize genuine future potential in newer partners without yet extensive historical volume but strong leading indicators.

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