Category

Commercial Excellence

Partner Program Design & Tiered Incentives Excellence Playbook

Designing partner tiers that reward the behavior that actually grows your business, not just partner tenure

- Practitioner
- Intermediate
- Template Included

- Administrator
- 26 March 2022
- 3 minute(s)

Overview

A framework for partner program design and tiered incentives excellence — structuring partner tiers and incentives around genuine business-driving behavior, avoiding common partner program design mistakes where tier advancement rewards partner tenure or size rather than the specific behaviors that actually grow the vendor's business.

Shouldn't partner program tiers naturally reward larger, more

established partners with higher status and incentives? Partner size and tenure are relevant factors, but tiers that reward these dimensions alone can miss rewarding the specific behaviors — active pipeline generation, customer success outcomes — that actually drive

vendor business growth, potentially over-rewarding large but passive partners.

What's the most common partner program design mistake?

Structuring tier advancement around easily-measured but not necessarily business-driving criteria (partner revenue size, certification count) without validating whether these criteria genuinely correlate with the partner behaviors that drive vendor business growth.

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