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How Leveraging Partnerships Can 2x Your Growth



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Housekeeping Notes

- Most of you are viewing this session from our event platform, which we hope you are enjoying! To submit a question to the speaker - you can use the “Question” feature positioned on the right rail of your screen
- If you’d like to be on directly with the speaker, click the **join us on stage button** (found below the player) -- we’ll take questions at the end
- Interactive, 20 minute session + 20 minutes for networking. We encourage you to keep your cameras on, and audio muted
- These sessions will be recorded and available post event

Partnerships can fuel 50% of growth



Agencies accounts for 44% of their customers



Top 2 channels: partners and inbound



Salesforce partners make 5x more than
Salesforce themselves

What are partnerships exactly?

Partners shares a common goal (e.g. customer success, leads) and collaborates with you to reach this goal

Types of partnerships

- Agencies
- SaaS apps
- Customer Success Managers
- Evangelists

Can partnerships work for you?

Ask yourself:

Do 3rd parties influence your customers in the buying process?

What's the partner TAM?

Example for Gorgias:

- **37k Shopify partners**
- **2k potential partners**
- **Each partner → \$6k ARR**
- **\$12m ARR partner TAM**


START SMALL

The path to \$1m ARR from partnerships




Launch a pilot with 10 partners

- Hire a partnership owner on day 1
- Find your first 10 partners, ideally partners who work in adjacent ecosystems
- Give first
- Define a key result to hit



Jesse Meyers · 1st
Owner at Shop Team Pro LLC
San Diego, California, United States · [401 connections](#) · [Contact info](#)

Experience

 **Owner**
Shop Team Pro LLC · Full-time
May 2019 – Present · 1 yr 11 mos
San Diego, California, United States

E-commerce setup and ongoing support including site design/development, platform selection, integrating multiple sales channels, inventory management, fulfillment services, marketing integration, and analytics.

E-commerce Platforms:
-Shopify
-Bigcommerce

Measure everything from day 1

Tools:  PartnerStack  CROSSBEAM

 HubSpot  Segment

Tracking:

- **Pipeline:** partner list with stages
- **Inputs:** events, training, co-marketing production
- **Leads** on both sides
- **Revenue** on both sides

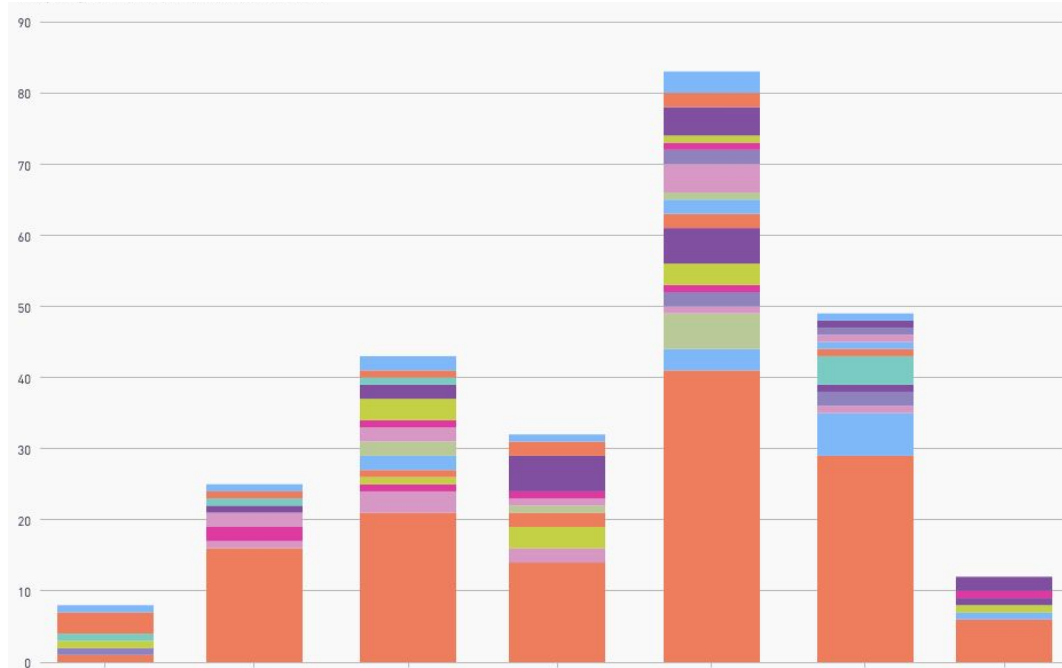
MAKE IT REPEATABLE

The path to \$10m+ ARR and beyond



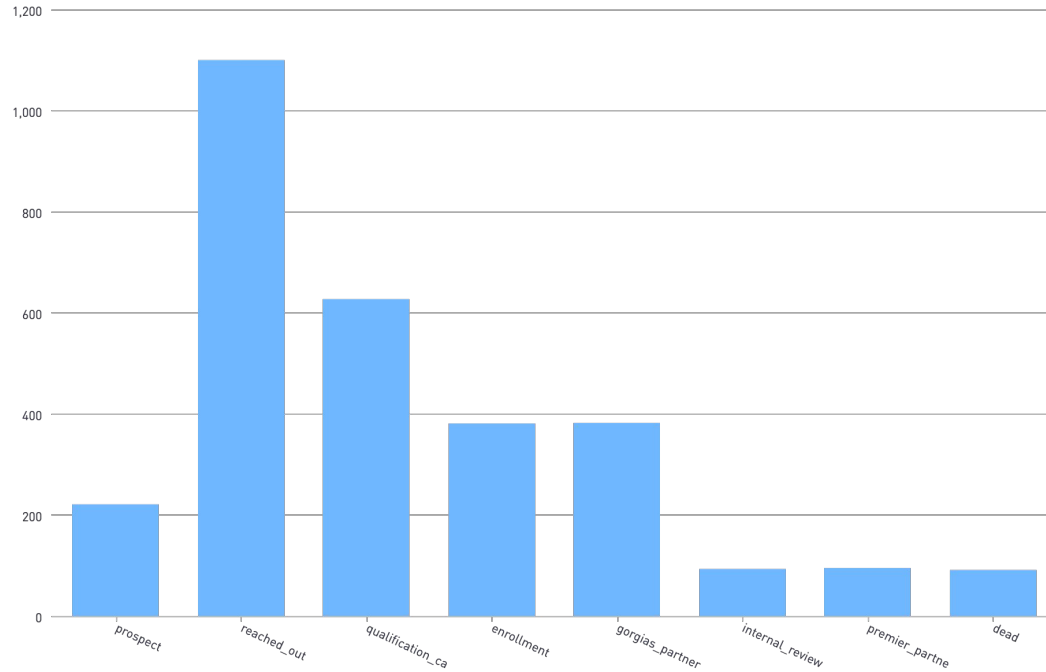
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Track how much you give to partners



Outgoing referrals per month

Partner acquisition is a sales funnel



Partners by stage

Manage active partners like customers

Metrics to track

- **Partner last contacted**
- **# of referrals per month**
- **Close rate**
- **Average contract value**

Priority Agency contacts last contacted

DOMAIN	JOB TITLE	DAYS SINCE CONTACT	LAST CONTACT
shopwirelesslife.c...	Enterprise Sales ...	307	2020-05-05
bvacommerce.com	Digital Commerce...	208	2020-08-12
shopify.com	Partnerships at S...	161	2020-09-28
attentivemobile.co...	Sales	160	2020-09-29
bvacommerce.com	Delivery Lead at B...	153	2020-10-06
handy-baggy.mys...	Founder @ Tease ...	126	2020-11-02
bvacommerce.com	Senior Strategist ...	117	2020-11-11
bvacommerce.com	VP of Strategy	105	2020-11-23
shopify.com	Enterprise Accoun...	83	2020-12-15
bvacommerce.com	Associate Director...	74	2020-12-24

Top Takeaways

The 3 steps towards \$10m ARR from partnerships

1. **Evaluate the potential of partnerships for your growth**
2. **Start with 10 small partners, give first**
3. **To scale, treat partners like customers (AEs+CSMs) with SLAs**



Q&A and Networking

To participate - click “Join us on stage”
(below the player)



THANK YOU



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