



Ideal Partner Profile Template

Define who your best partners are and why they refer.

Complete one profile per partner type. The more specific you are, the faster you find partners who convert.

COMPANY

PARTNER TYPE

DATE

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01. THE PARTNER COMPANY

Company type *e.g. SaaS platform, agency, accountancy firm, consultancy*

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Industry or vertical

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Company size (headcount) *e.g. 10-200 employees*

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Company size (revenue) *e.g. £1M-£20M ARR*

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Geography *e.g. UK, US, EMEA*

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02. THEIR CUSTOMERS

Who do they serve? *Describe their end customers - should overlap with your own ICP*

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Why do those customers trust them? *What authority or credibility do they hold with the shared customer?*

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03. WHY THEY WOULD PARTNER

What do they gain from referring? *Commission, added value for their clients, co-marketing, reciprocal relationship...*

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What problem does your product solve for their clients?

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04. QUALIFICATION CRITERIA

Must-haves *What does a partner need to have or be in order to qualify?*

Disqualifiers *What would immediately rule a prospective partner out?*

05. EXAMPLE TARGET PARTNERS

Name 3-5 real companies that match this profile

Want this built for you?

The Partnership Build includes a complete Ideal Partner Profile built from your data. www.partneredworks.com