



Partnership Readiness Scorecard

Are you ready to make your first partnerships hire?

Score yourself against each statement below. This takes 5 minutes and will show you exactly where your gaps are before your partnerships hire arrives.

STATEMENT	YES (2)	PARTIAL (1)	NO (0)
01 We have a written Ideal Partner Profile defining who our best partners are and why.	☐	☐	☐
02 We have agreed which type of partnership to build first (referral, reseller, integration, or strategic).	☐	☐	☐
03 The leadership team has aligned on KPIs for the partnerships function in year one.	☐	☐	☐
04 Sales understands how partner-sourced leads will enter and move through our pipeline.	☐	☐	☐
05 We have a defined incentive structure with clear commission rates and payment terms.	☐	☐	☐
06 We have a standard partner agreement ready to issue to new partners.	☐	☐	☐
07 We have a partnerships page on our website with a clear process for partners to apply or enquire.	☐	☐	☐
08 Our CRM can track and attribute closed revenue back to a specific partner.	☐	☐	☐
09 There is a named internal owner of partnerships before the new hire arrives.	☐	☐	☐
10 We have a written brief for the new hire covering their strategy, programme, and what success looks like in 90 days.	☐	☐	☐

YOUR SCORE

Total YES answers x 2 =

Total PARTIAL answers x 1 =

TOTAL SCORE out of 20

WHAT YOUR SCORE MEANS

- 0-8** **Not ready.** Significant foundations are missing. Your hire will spend their first quarter on setup.
- 9-12** **Partially ready.** Some foundations in place, but important gaps that will slow your hire down.
- 13-16** **Nearly ready.** A few things to close before your hire starts.
- 17-20** **Well prepared.** Strong foundations. Your hire should be able to execute from week one.

Scored below 17?

The Partnership Build closes every gap on this list in three weeks, so your hire executes from day one.

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