

## SELECTING A PARTNER CHECKLIST

# Work with a partner who's right for you.

When choosing a partner, it's your reputation on the line, too—that's why you need a partner who's a good match for you across the board. Use this checklist to guide your selection process.



### SOLUTIONS

What solutions and expertise do they offer?

#### Portfolio

Understand their full suite of solutions and geographic footprint. Ask for examples of custom networks they've designed to address complex challenges. Is their network where your customers need you to be?

#### Expertise

How deep is their technical expertise, and what level of engineering support will your clients receive? Do they offer planning sessions with technology and business experts? Understand how many customers they've worked with, in what industries and for how long.

#### Technology roadmap

Pick a partner that continually invests in their network. Ask questions about network diversity, unique routes and Type II solutions.

#### Innovation

Are they continuously building for the future, investing in new technologies like CBRS or edge computing?



### CUSTOMER AND PARTNER, FIRST

Do they build a support team around you, and your customers?

#### Local resources

Confirm they have local feet on the ground to provide support to your customers.

#### Account management

Does each partner have a dedicated client service manager to make communication easy?

#### Reliability and monitoring

What level of reliability do they offer? How closely do channel managers work with service delivery and operations? What's their support model for the NOC? How often are issues escalated? Do you have access to a portal for monitoring and trouble tickets to improve responsiveness for your customers?

#### Access

Understand how their team is structured: will you have access to dedicated project and channel managers when you need them? How often are issues escalated?



### EASE

Do they make it effortless to work together?

#### Responsiveness

What is their average response time when reaching out? Do they make it easy to get answers for your customers, or work together when they're more complex?

#### Digitization

Check if your partner gives you access to a portal for pricing and partner resources.

#### Enablement

Do they invest in you to be more successful in selling, sharing things like case studies, product information, collateral and training materials?

#### Engagement

Ensure their rules of engagement provide clarity on how to drive revenue together, including cross-channel and cross-segment sales activities.



### REPUTATION

What are their core values?

#### Values

Be sure your partner's core values and business align with the top priorities of your customers and the types of customers you want to attract.

#### Transparency

How transparent are they in working together? Do they share regular updates and build a partner community?

#### Total rewards

Do they build a winning environment where you collaborate on deal-making together for customers? What incentives do they provide to drive business?

