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How to Select the Right Partners by Region

A 4-Step Framework

1 Map Your Revenue Opportunity by Region

Before you select partners, you need to know where the channel opportunity actually sits.

Three questions to answer first:

- Which regions generate the most channel-influenced pipeline today?
- Which regions have high partner density but low program activation?
- Where are your Tier 1 partners already active — and where are they invisible?



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2 Score Partners on 3 Criteria

Once you know which regions to prioritise, score partners inside those regions on:

1. **Market reach** — how many end customers can this partner actually influence in their geography?

2. **Campaign readiness** — do they have the technical and marketing capacity to run co-marketing?

3. **Engagement history** — portal activity, previous campaign participation, cadence responsiveness



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3 Match execution to tier

Tier 1 partners need a named contact who speaks their language and holds a weekly cadence.

In **EMEA, LATAM, and APAC**, a partner with no native language support gradually disengages, regardless of how good the platform is.



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4 Lock the cadence before the campaign

Once you know which regions to prioritise, score partners inside those regions on:

WEEK 1	Brief the partner on the campaign and pipeline goal
WEEK 2	Confirm localisation and platform setup
WEEK 3	Launch and monitor

🔄 **Ongoing:** weekly check-in by region and tier



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Tier 1 partners selected correctly, with no execution infrastructure to activate them.

The pipeline doesn't move.