



How to Build a “Partners First” Go-To-Market Strategy



Partner Experience (PX) is redefining how leading companies scale.

As Thomas Dussarrat of VIVA GTM shared during our live Q&A, the teams winning today operationalize their ecosystems, not just manage them. This guide provides the frameworks and metrics to optimize a truly Partner-First GTM.

What's Inside This Guide

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What You'll Learn

This guide is built for GTM and partner leaders who are already driving ecosystem-led growth, and want to scale it with efficiency, visibility, and measurable ROI.

You'll discover how to:

- Align sales, marketing, and RevOps around shared ecosystem goals.
- Apply the Four Pillars of Partner Experience (PX) to drive predictable revenue.
- Operationalize PX through data, cadence, and accountability.
- Build enablement systems that speed partner activation and ROI.
- Scale PX across teams with unified metrics and dashboards.
- Benchmark your PX maturity and identify growth opportunities.

By the end, you'll have a repeatable operational model to evolve your partner program from functional to strategic, creating a scalable ecosystem that accelerates growth, retention, and efficiency.

Meet Your Expert Guide

Thomas Dussarat

Founder, [Viva GTM](#)

With over two decades in partnership ecosystems, Thomas Dussarat has helped leading SaaS companies scale partner-sourced revenue and embed Partner Experience (PX) into their go-to-market foundations.

Through his firm, Viva GTM, he's advised organizations on how to evolve from manual, fragmented partner management to scalable, data-driven ecosystem operations.



20 Years

Partnership ecosystem
expertise

Training & Consulting

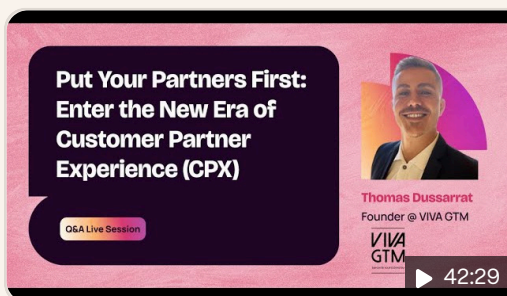
Comprehensive
enablement programs

Company-Wide Impact

Transforming entire GTM
teams

He recently joined us for a live Q&A that sparked many of the ideas explored in this guide. His perspective helped inspire the frameworks and strategies we've expanded on here.

Watch the Complete Session



YouTube



Kiflo Q&A Live: From CX to PX: Entering the New Era of P...

CX alone won't cut it anymore. In this recording of our live Q&A, we sit down with Thomas Dussarat, Founder of @VIVAGTM, to...

The Shifting Landscape: Optimizing the Modern GTM Ecosystem

Traditional GTM strategies were built for control: sales-owned, process-heavy, and centered on direct acquisition. Today, growth happens through collaboration. Customers now make buying decisions inside complex ecosystems of trusted advisors, integrators, agencies, and technology partners.

Even mature organizations that recognize this shift often struggle to **activate and measure** that influence with precision.



Vendors typically capture only **4 of 28 key buying interactions** directly, while the rest unfold through partners.

The challenge isn't awareness anymore, it's execution: designing the systems and accountability that let PX turn collaboration into measurable, predictable growth.

The Modern GTM Gaps



Fragmented Visibility

Partner-influenced revenue exists across every stage of the customer journey, but most data lives in disconnected tools.

Without unified tracking and attribution, GTM teams can't see the ecosystem's full contribution.



Misaligned Execution

Sales, marketing, and partner teams still operate in parallel motions.

Without integrated workflows and joint accountability, co-selling slows and opportunities are missed.



Limited Accountability

When partner success isn't tied to GTM metrics, it remains outside the core performance engine.

PX maturity begins when every GTM team measures results against shared outcomes.



Actionable Tip: Run a PX Efficiency Audit across your GTM organization. Map where partner interactions influence deals, identify friction points, and evaluate how data and accountability flow between teams. The goal isn't awareness, it's orchestration: turning ecosystem collaboration into a consistent, measurable growth engine.

Overcoming Internal Friction and Missed Opportunities

Even teams with mature partner programs can face a silent barrier to growth: **internal friction**. Sales, marketing, and partner teams all pursue the same goals, but outdated structures, compensation models, and disconnected processes keep them from executing as one motion.



The Comfort Zone Challenge

Many GTM leaders built success in direct-sales models that rewarded ownership.

In ecosystem-led growth, that mindset creates competition instead of collaboration.

How to fix it:

Shift incentives from *who closed the deal* to *who influenced it*.

Include partner impact in comp plans and business reviews to make collaboration measurable and rewarded.



The 80/20 Rule, Revisited

High-performing companies now drive most growth through **partner-assisted revenue**, not direct sales.

But outdated tracking and reporting often hide that contribution.

How to fix it:

Involve RevOps early.

Ensure partner-influenced revenue appears in the same dashboards as direct deals.

Visibility drives credibility, and credibility drives investment.



Bridging the Enablement Gap

Strategy isn't the issue; **operational fluency** is.

Most GTM teams were never trained to co-sell, share data, or manage partner impact efficiently.

How to fix it:

Create structured enablement paths that mirror internal onboarding.

Empower partner managers to train, not just recruit.

Measure enablement by outcomes, not activity volume.



Actionable Tip: Run a PX Alignment Workshop with GTM and RevOps leads. Trace where deals and data flow, or stall. The goal: redesign systems to reward ecosystem execution at scale.



The Four Operational Pillars of Partner Experience

The most successful organizations treat Partner Experience (PX) as an operating system: one built on **four core pillars** that make collaboration measurable, repeatable, and scalable.

1. Profitability & Value Creation

Partners stay engaged when they see tangible, repeatable revenue potential. Define exactly how they make money with you (through licenses, services, or joint expansion) and make that value predictable and data-backed.

Ask yourself:

Are we helping partners grow a business around us, not just with us?

2. Seamless Co-Selling & Co-Marketing

PX transforms “selling through” partners into “selling with” them. Integrate partners directly into deal orchestration, share assets transparently, and measure joint impact. Co-selling builds trust, alignment, and faster pipeline velocity.

Ask yourself:

Are our GTM motions and partner workflows fully synchronized?

3. Effective Onboarding & Continuous Enablement

Enablement isn't a kickoff, it's a system. High-performing ecosystems onboard partners with structured learning paths, modular playbooks, and co-selling scenarios that drive first revenue fast. Sustained activation requires ongoing training, refreshed content, and visible ROI.

Ask yourself:

How quickly can a new partner reach first revenue, and how do we sustain engagement beyond that?

4. A Unified “Partners First” Mindset

PX succeeds when it becomes everyone's job. From marketing to customer success, each team owns part of the partner outcome. When accountability is shared, momentum becomes automatic.

Ask yourself:

Is partner success a shared KPI across our GTM organization?

💬 “You are influencing your influencers. If you want partners to advocate for you, they need to trust you – and that comes from relevance, transparency, and shared wins.” – **Thomas Dussarrat**

Operationalizing PX Across Your GTM Teams

PX's strength is its rhythm: how teams plan, act, and measure together. Embedding partner collaboration into GTM makes it automatic, visible, and measurable. Here's the PX Framework:

1

Strategy → Shared Objectives

PX only scales when partner goals are fully tied to corporate and GTM priorities. Set quarterly OKRs that link partner-sourced and influenced revenue directly to sales and marketing outcomes.

***Tip:** Define a shared metric framework early: activation rate, partner deal velocity, or influenced revenue, and track it alongside direct-sales KPIs.*

2

Systems → Connected Data

Execution depends on visibility. Connect your partner stack (PRM, CRM, enablement tools) into one data flow. When partner performance appears in the same dashboards as direct revenue, ecosystem impact becomes visible, and undeniable.

***Tip:** Automate reporting wherever possible. Manual attribution kills accuracy; delayed data kills confidence.*

3

Process → Operational Cadence

Make collaboration repeatable. Establish a regular rhythm across partner, sales, and marketing leaders — monthly pipeline reviews and quarterly planning sessions. This cadence sustains accountability and momentum.

***Tip:** Treat PX like a GTM motion, not a project. It needs structure, owners, and iteration.*

4

Leadership → Shared Accountability

PX maturity isn't a partner-team function, it's a company motion. Each GTM leader should own measurable PX-related goals. When incentives reflect ecosystem contribution, collaboration becomes operational.

***Tip:** Add PX metrics to sales, marketing, and success scorecards. What gets measured gets managed, and what's shared gets scaled.*

❏ **Actionable Tip:** Audit your GTM and RevOps rhythm. Note where partner data appears (or not) in meetings, tools, and dashboards—so every revenue talk reflects ecosystem performance.

Activating Partners to Keep PX in Motion

PX only works when partners stay active. Mature ecosystems don't stop at onboarding, they invest in systems that keep partners trained, engaged, and delivering measurable results quarter after quarter.

Enablement becomes activation when it's continuous, data-driven, and connected to revenue.

Build for Speed to Value

1

The faster a partner earns their first win, the stronger the long-term engagement.

Design onboarding around time-to-first-revenue rather than checklists. Provide role-specific playbooks, self-serve tools, and joint-selling templates that lead partners straight to pipeline creation.

Coach for Performance

3

Enablement is more than content; it's coaching. Partner managers should act as performance advisors, helping partners analyze their pipeline, optimize campaigns, and improve close rates.

This approach turns every enablement touchpoint into a revenue multiplier.

4

Enable Through Systems, Not Slides


Traditional training decks age fast. Modern enablement lives in the tools partners already use: your PRM, CRM, and content hubs.

Integrate updates, co-marketing assets, and incentives directly into those workflows so partners learn and act in one place.

Measure and Optimize Continuously

Activation isn't static. Review partner KPIs quarterly: activation rate, deal velocity, influenced revenue, and ROI per partner type.

Use these insights to update onboarding paths, incentives, and co-marketing strategies.

 **Actionable Tip:** Run a short Partner Enablement Audit with your GTM leaders. Evaluate how quickly partners reach their first revenue milestone, how often they engage in joint activities, and how much pipeline they generate. Use these insights to focus enablement where it drives the greatest return.

Scaling Across the Organization

Once PX is operational, the challenge shifts from execution to scale, ensuring the model delivers consistent performance across markets, teams, and partner types. The PX Blueprint provides the structure to do just that: connecting data, accountability, and strategy into **one scalable operating system**.

Institutionalize PX

PX succeeds when it becomes muscle memory: part of every GTM meeting, forecast, and review. Codify it through repeatable rituals: shared dashboards, partner-led pipeline targets, and consistent reporting standards.

***Tip:** Assign PX champions inside sales, marketing, and success. Internal advocacy accelerates cultural adoption.*

Scale Through Data

Growth depends on visibility. Consolidate ecosystem data into unified dashboards that track partner influence, deal velocity, and ROI by segment. Turn insights into strategy, invest in what performs, evolve what doesn't.

***Tip:** Treat PX data like customer data – audited, trusted, and used in planning conversations.*

Drive Continuous Optimization

Mature PX programs evolve through iteration. Review enablement, incentives, and performance quarterly. Kill what doesn't scale. Double down on what does. Continuous improvement transforms PX from a framework into a growth engine.

***Tip:** Set annual PX performance benchmarks to measure year-over-year progress.*

Scaling PX isn't about doing more, it's about doing it *better everywhere*. Consistency is what turns ecosystem success into predictable growth.

Assess Your PX Maturity

Once PX is embedded across your GTM organization, the next challenge is performance. How consistently is your team executing, and where are the gaps? Use this quick diagnostic to benchmark your current PX maturity.

Rate each statement from 1 (not true) to 5 (very true):

- **Our GTM teams treat partner-led growth as a core revenue motion, not a separate initiative.**
- **Partners are engaged early in deals, contributing to pipeline creation and influence.**
- **Partner enablement and activation are structured, measurable, and continuously optimized.**
- **Partner performance data (influenced revenue, deal velocity, ROI) is visible in our CRM and reviewed regularly.**
- **Leadership and RevOps teams include PX metrics in planning, forecasting, and business reviews.**

Your Results

“

● **18–25 points:**
PX is deeply embedded and driving measurable growth.

Focus on scaling and optimization.

”

“

● **11–17 points:**
PX foundations are solid, but data and visibility gaps still slow execution.

”

“

● **10 points or less:**
PX exists but operates in silos.

Prioritize integration and shared accountability.

”

📌 **Tip:** PX maturity isn't about more partners, it's about precision, visibility, and measurable impact. Use your score to pinpoint where stronger systems or leadership focus can accelerate ecosystem performance.

Key Takeaways and Next Steps

PX isn't theory, it's the operating system behind scalable, predictable growth. Teams that operationalize it outperform those that manage partnerships as side motions.

Here's what to remember and where to focus next.

Key Takeaways

1

Visibility Drives Credibility

When partner impact is tracked in the same systems as direct sales, it becomes impossible to ignore, and easier to fund.

2

Execution Beats Intention

The best strategies fail without structure. Codify your partner motions through data, cadence, and accountability.

3

Enablement Never Ends

High-performing ecosystems evolve like products: they learn, iterate, and optimize over time.

4

PX Is a Team Sport

Growth happens when every GTM function owns partner success as part of their own KPIs.

Next Steps

1

Audit

Evaluate where visibility or process friction limits partner impact.

2


Operationalize

Integrate partner metrics into existing GTM dashboards and meetings.

3

Optimize

Refine enablement and incentives quarterly to sustain performance.

 **Remember:** Ecosystem growth doesn't come from adding partners. It comes from mastering the systems that make partnerships work.

Take the Next Step: Operationalize PX with Kiflo

You've seen how Partner Experience (PX) transforms GTM execution.
Now, see how Kiflo helps partner teams **measure, scale, and optimize**
that impact across every motion: from onboarding to revenue.

What You'll See in our Demo



Track and Measure Revenue

Gain full visibility into partner-sourced and influenced deals to understand your ecosystem's true impact.



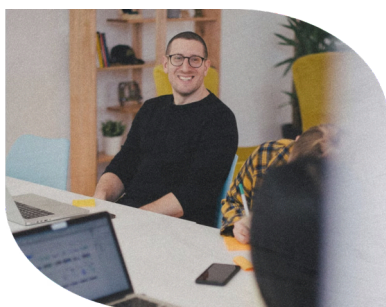
Empower and Engage Partners

Collaborate seamlessly through partner portals, deal registration, and real-time performance dashboards.



Automate and Integrate Everything

Sync partner data with your CRM and streamline enablement, payouts, and reporting, all from one platform.



Ready to build stronger partnerships?

Unlock your 14-day free trial and experience how Kiflo can scale your partner program.

[Book Your Demo →](#)

