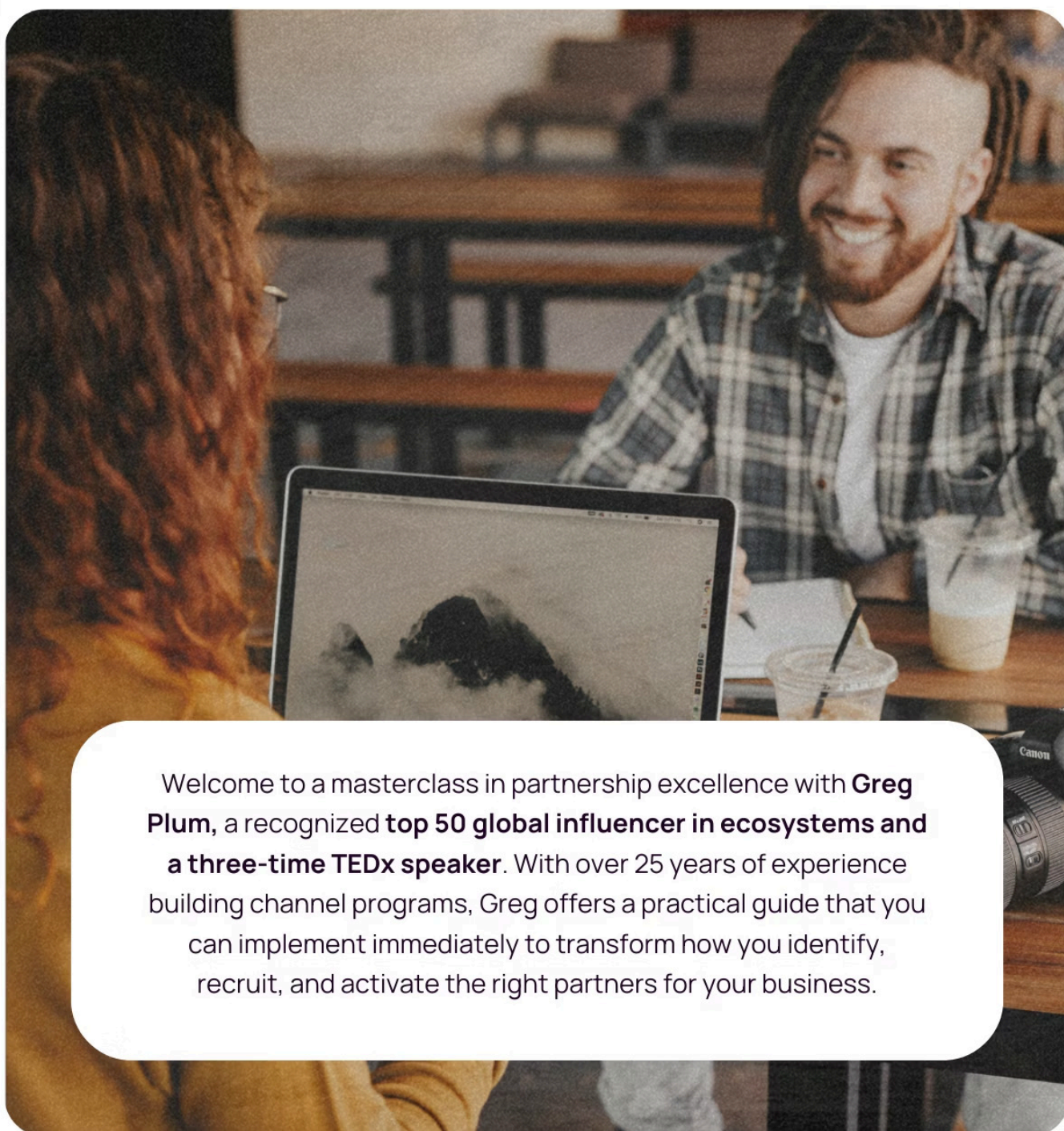




How Formula 1 Thinking Transforms Your Partner Program



Welcome to a masterclass in partnership excellence with **Greg Plum**, a recognized **top 50 global influencer in ecosystems** and **a three-time TEDx speaker**. With over 25 years of experience building channel programs, Greg offers a practical guide that you can implement immediately to transform how you identify, recruit, and activate the right partners for your business.

What's Inside This Guide

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What You Will Learn

This guide provides professionals with actionable insights to build impactful partner ecosystems and drive growth.

- Uncover the F1 pit crew metaphor for dynamic partner ecosystems.
- Map your customer's complete ecosystem, beyond traditional channel partners.
- Identify diverse partner types, including MSPs, consultants, and marketplaces.
- Apply the Partner Portfolio Management Framework for strategic partner categorization.
- Master a 5-step partner discovery process, from ICP definition to execution.
- Leverage the three pillars of partnership success: Alignment & Influence, Choice, and Alignment.
- Implement the 3-Partner Challenge action plan for immediate impact.

These concise takeaways will equip you with practical knowledge to cultivate robust, mutually beneficial partnerships in dynamic ecosystems.

Meet Your Expert Guide

Greg Plum

Director of Strategist Recruiting at [Bridgepointe](#)

With over 25 years of experience in IT and SaaS partnerships, Greg has built a reputation as a leading strategist in the partner ecosystem space.

Greg has been recognized as a Top 50 Global Influencer in Ecosystems, holds the Strategic Partner Leadership Professional (SPLP) certification from PARTNERNOMICS, and has shared his insights as a three-time TEDx speaker on technology and leadership.



25+ Years

Partner strategy and ecosystem leadership expertise

Ecosystem Growth

Building scalable programs through alignment and precision

Industry Recognition

Top 50 Global Influencer in Ecosystems & 3x TEDx Speaker

Greg recently joined us for a live Q&A that inspired the ideas explored in this guide. His practical, people-first approach continues to shape how SaaS and partnership leaders build high-performing, aligned ecosystems that deliver real results.

Watch the Complete Session



YouTube

Kiflo Q&A Live: How Formula 1 Thinking Transforms your ...

🚩 The Power of Precision: How Formula 1 Thinking Transforms Your Partner Program (Replay) Missed the live session? Watch th...

The F1 Pit Crew Metaphor

Imagine a Formula One race. Direct selling is like approaching the driver while they're racing around the track—you're one of hundreds trying to get their attention. But when that driver pulls into the pit, something magical happens: they're surrounded by 20+ people with a common goal and specific tasks, all working to get that driver back on track and across the finish line.

The Driver

Your ideal customer, surrounded by trusted advisors who already have their attention and influence their decisions daily.

The Pit Crew

The ecosystem of partners, consultants, and influencers who help your customer do their job every single day.

Your Opportunity

Instead of fighting for direct attention, connect with the pit crew members who already have trusted relationships.

Who's in Your Customer's Pit Crew?

To reach your ideal customer effectively, you need to map their entire ecosystem. These are the entities and individuals who influence their decisions, help them execute their job, and have already earned their trust. This isn't about traditional channel partners—it's about opening your aperture to see the complete picture.

1

Marketplaces

Salesforce, Microsoft, and other platforms where your customers already spend time and make purchasing decisions.

2

Member Organizations

Professional associations, industry groups, and affinity networks that command attention and trust.

3

Technology Integrators

MSPs, systems integrators, and tech teams helping customers connect and optimize their technology stack.

4

Influencers

Thought leaders and content creators whose recommendations carry weight and cut through the noise.

5

Consultants & Coaches

Business advisors, life coaches, and strategic consultants guiding your customer's decisions.

6

Competitors

Don't dismiss them—coopetition creates opportunities to bolt on complementary offerings and better serve customers together.

From Concept to Action: Real-World Partner Types

Theory is useless without application. When you map your customer's pit crew, you'll discover concrete partner categories that align with how your customers actually work. Here's what this looks like in practice across different industries and customer types.



Telecommunications Partners

Carriers and service providers who manage connectivity infrastructure and have direct customer relationships.



Managed Service Providers

IT outsourcing firms handling day-to-day technology operations and trusted for strategic recommendations.



Social Media Influencers

Digital creators and thought leaders whose content reaches and resonates with your target audience.



Industry Consultants

Domain experts providing strategic guidance and implementation support across your customer's business.

The Partner Portfolio Management Framework

If you're supporting 11–50 partners (the most common range based on our poll), or even 100+, you need a systematic approach to allocate your time and resources. Think like a venture capitalist managing a portfolio—invest where you'll see the highest return. The GTIA framework uses a four-quadrant model to segment your partner base strategically.



Diamonds in the Rough

High Potential, Low Current Performance

Partners who aren't producing much yet, but you know there's strong alignment and untapped opportunity. These deserve significant attention because the growth trajectory can be exponential.



MVPs (Most Valuable Partners)

High Potential, Strong Current Performance

Already producing with an upward trajectory and room for more growth. These partners are in stride and investments here compound quickly.



Cash Cows

Producing at Capacity

Strong performers who've plateaued. Support them well, but additional investment likely won't yield incremental returns. Maintain but don't over-invest.



Laggards

Low Potential, Low Performance

Not producing and unlikely to change. Minimal investment here—your time is better spent elsewhere in the portfolio.

Focus 80% of your time on Diamonds and MVPs. This is where transformation happens.

Your 5-Step Partner Discovery Process

Ready to find new partners or re-energize existing relationships? Follow this systematic approach that moves from strategy to execution. Each step builds on the previous one, creating a clear path from identifying your ideal customer to activating powerful partnerships.



The Three Pillars of Partnership Success

AI

Alignment & Influence

Not artificial intelligence—

Alignment and Influence (or better yet, Inspiration).

Approach everything through the lens of your partner, not yours. Your goals don't matter. How you help them achieve theirs does.

Choice

Competition is Everywhere

Your customers and partners have more options than ever.

According to

PricewaterhouseCoopers, 1 in 3 customers will leave a brand they *love* after one bad experience. Excellence must be consistent.

Alignment

Shared Goals Win

If your compensation model doesn't align with how your partner makes money, it won't work—no matter how generous. Know their business model. Understand their margins. Design programs that serve their objectives.



Real-World Failure: The Salesforce Consultant Disaster

Greg once presented to 30 Salesforce consultants, confident his 40% recurring monthly commission would be a "mic drop" moment. Instead: blank stares. Why? He didn't understand how they made money. They earned from project complexity and duration, not recurring revenue. The compensation fell on deaf ears. The lesson? Always know how your partner makes money before designing your program.

Your Action Plan: The 3-Partner Challenge

Knowledge without action is worthless. Here's your homework—something you can start TODAY that will create momentum and demonstrate real value to both you and your partners. This exercise comes directly from the GTIA partner boot camp and has been proven across hundreds of partner programs.

Pick 3 Partners with Unrealized Potential

Choose partners who are either already MVPs with room to grow, or Diamonds in the Rough showing promise but not yet producing. Don't waste time on laggards.

Schedule Clarity Meetings This Week

Set up conversations to ensure they understand exactly when to think of you and how you fit into their business model. Make your value proposition crystal clear.

Request 5 Customer Meetings Each

Not referrals—actual meetings. Have your partner set up 30-minute discovery sessions (Zoom, Teams, or in-person) where you join them with their customers.

"Nothing about what we're doing is transactional. Nothing. It's all about the relationship and investing in the long term. A good partner is an annuity—a partnership that will be with you for years, even decades."

Do this before tomorrow ends. While others take their foot off the gas for the holidays, you'll be building momentum that carries into 2026. Even if only one of those five meetings per partner converts (20% success rate), you'll have generated new pipeline and dramatically strengthened three key relationships. The upside? You'll learn exactly how to position your value, see your partner in action, and build trust that compounds over time.

Remember: A good partner becomes an annuity. The relationships you build today will compound over time, creating sustainable revenue streams and competitive advantages that last for years. Don't wait for perfect conditions—start with the 3-Partner Challenge and let momentum build from there.

Optimize Your Partner Program with Kiflo

You've read all the tips & tricks on how to find the right partners for your partner program.

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 →](#)

