



AI-Powered Partnerships

Meet Your Co-sell Copilot



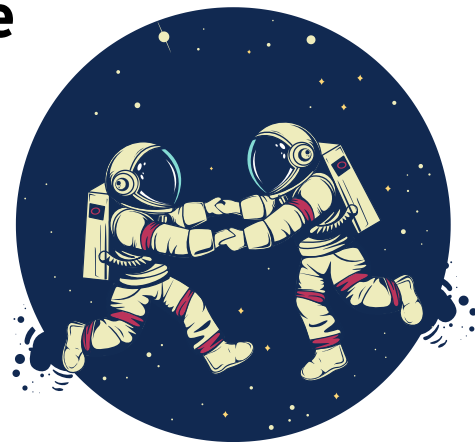
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The Final Frontier of B2B GTM

There's never been a better time to be a partner manager.

Many positions in sales and marketing are being disrupted by generative AI. Customer support, account research, prospect messaging, personalized sales pitches and collateral—AI promises to upend every GTM function currently staffed by lots of people in repetitive communication roles.

But partner orgs have always been lean, and building partnerships is creative, problem solving work, centered on strong, trusted relationships.



Building partnerships is hard, human, and has never been more important.

91%

Business leaders agree

Ecosystems increase business resilience¹

Partnership leaders have to be generalists. They sit across strategy, product, and GTM, designing complex business plans that can succeed across organizations. They create a vision, align the team, and then clear roadblocks. The work to build a partnership requires many of the skills AI seems to be least proficient in:

- Real world problem solving
- Communication, coordination, and aligning disparate teams
- Building trusted relationships
- Deep understanding of business and strategy

So it's people, not machines, who will continue to build partnerships.

2.1x

Revenue Growth

From high performing ecosystems¹

But accelerating innovation is making partner strategy and execution more important than ever. Companies which have invested in their partner competencies—building teams and infrastructure to scale mission critical, revenue-producing partnerships- have a huge advantage in the era of ecosystems.

78%

Higher Win Rate

On partner influenced opportunities²

Despite the growing importance of partnerships, many management teams still struggle to understand how to effectively resource the partner motion.

At this intersection of great potential and great need, we find what we've always had in partnerships: businesses looking to partner managers to deliver against mission critical strategies, but not fully knowing how to support them.

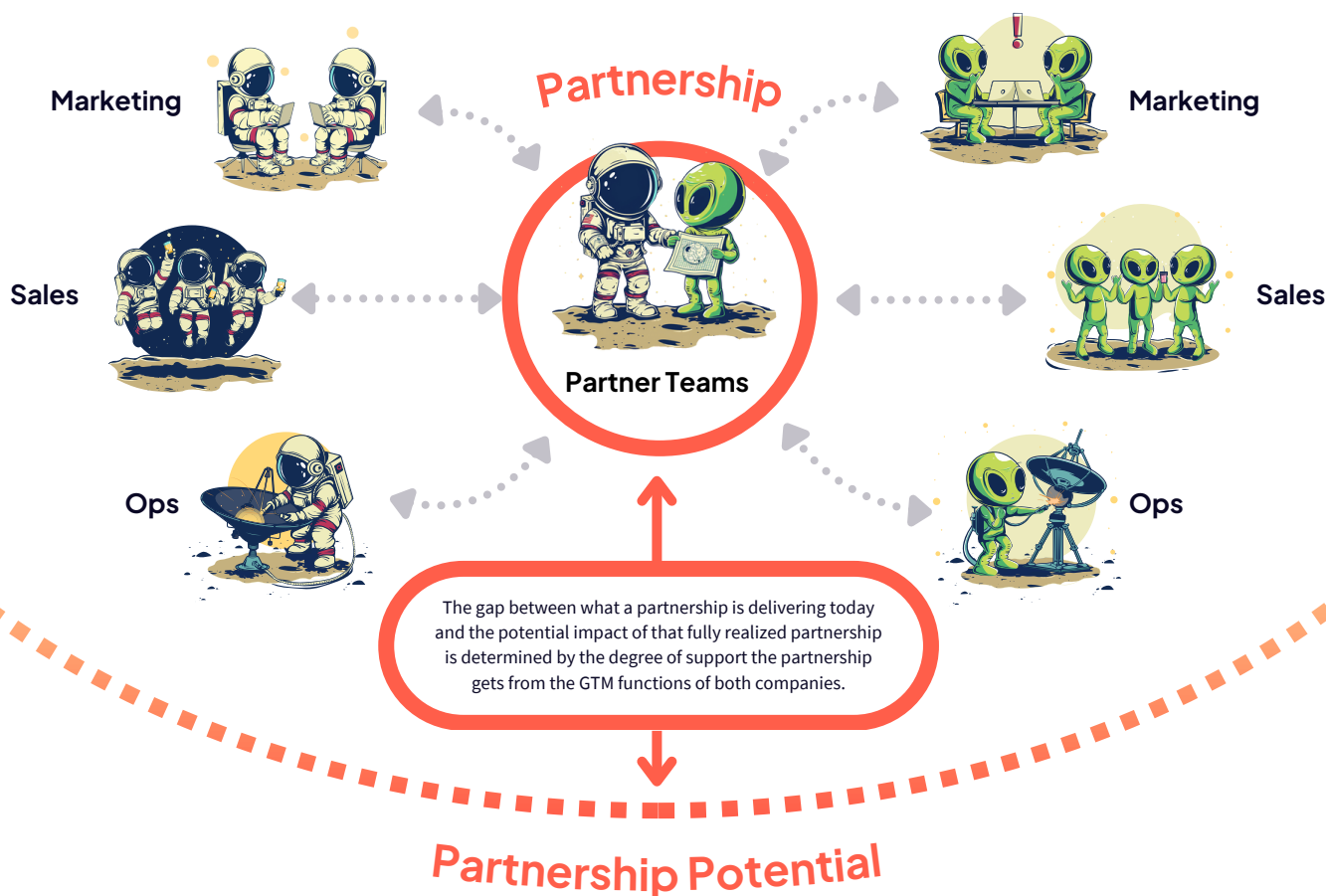
¹ EY - [The CEO Imperative: How mastering ecosystems transforms performance](#)

² GTM Partners - ["Understanding Partner-Led Growth"](#)

Reinforcements Are Coming

The opportunity for genAI in partnerships isn't to automate today's workflows, it's to reimagine the role of the partner manager in GTM. Partnering teams have always competed for support with other departmental priorities across ops, sales, and marketing:

- Getting resources to market to, with, and through partners
- Enabling and equipping the field to leverage partnerships in every way possible
- Building first class partner revenue processes- workflows, triggers, reporting, and attribution for partnerships



Partner managers have always relied on currying executive sponsorship and a degree of beg, borrow, and steal to rally internal teams around your partnership. It's equally important to understand how your partner's org works, build relationships with the people you need to get stuff done on the other side.

What would our partnerships look like if we had all the support we needed for our partnerships and could focus on relationships, strategy, and the highest leveraged points in execution?

**GenAI isn't coming for the partner manager's job.
It's coming to help everywhere the partner manager needs help.**

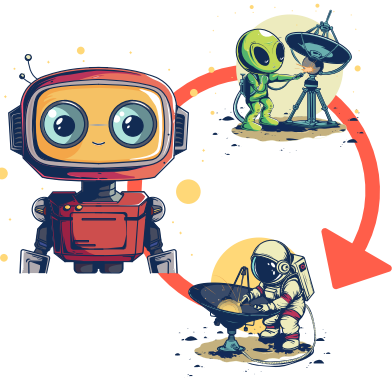
Meet Your Co-sell Copilot

What if there were AI that could :

- Understand your specific partnership objectives
- Automate your menial workflows
- Fill GTM gaps to deliver on your partnership potential



Most partner managers lose half their day performing manual tasks too partner-specific to automate. Now, you can spend your time on more high-value partner work.

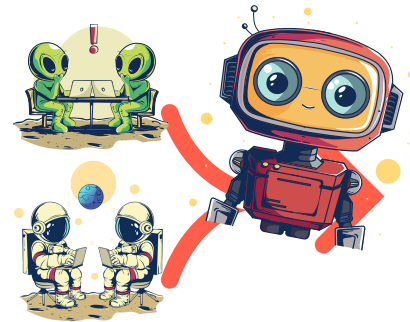


Get your partnerships up and running faster

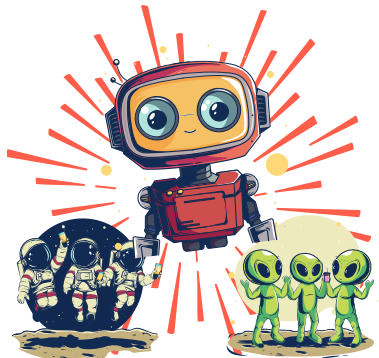
- Onboard faster with a copilot trained on your partner's handbook & best practices.
- Seamlessly integrate with partner systems to match customer and account records.
- Identify key signals and account propensity to boost partner referrals.
- Craft scalable, compelling "better-together" stories that align both internal and external teams.

Simplify your partner workflows

- Removing duplicates and errors in opportunity matching
- Sharing context-aware insights to improve performance
- Creating, assigning, and managing GTM tasks across teams
- Syncing opportunities across systems with the AI universal adaptor
- Analyzing metrics to improve lead prioritization and win rates



Your Co-sell Copilot expands the potential of your partner org by enabling the field around you. Scalable growth used to be limited by your reach, but with the Co-sell Copilot, your partner revenue process is now limited only by your imagination.



Accelerate partner revenue growth

- Forecasting partner-influenced pipeline, revenue, and resource allocation
- Customizing embedded workflows to improve efficiency and accuracy
- Providing smart assistance for sales teams to sell the specific consumption footprint of a co-sell opportunity to each of its ISVs and cloud partners
- Instantly generate deep, qualitative and quantitative partnership insights based on shared data and trends to share with exec stakeholders

We're on a Mission

Our mission is to create a frictionless future where businesses can cooperate everywhere there's opportunity in the market.

We make AI powered software that helps you drive more revenue with your important partners.

This white paper and the content on www.cosell.ai describe the future of partnerships we believe will be possible very soon- many of the features described are already available in WorkSpan's Hyperscaler and Ecosystem Editions today.

Visit www.workspan.com for more Information on our products.



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Co-sell Depth AI - How to Train a Copilot

There are lots of ways to do AI. But If you want a copilot to help build your partnerships, you need to reach **Co-sell Depth AI**.

~6 m read



Welcome to #PlanetCo-sell - The Future of Partnerships

We're polling the experts in cloud, AI, ISV, and GSI partnerships on what the future of AI-powered partnerships looks like. **That's #Planet Co-sell.**

~4 m read



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