

EVOQUE FRAMEWORK

The Partner Qualification Framework

A structured approach to evaluating, scoring, and prioritizing partnership opportunities — so you invest in partners that will actually produce.

Why Partner Qualification Matters

One of the most expensive mistakes in partnership development is investing significant time, resources, and organizational attention in partners that were never going to produce. Poor-fit partners consume enablement resources, create false signals in your pipeline data, and erode internal confidence in the partnership program.

Partner qualification, the disciplined process of evaluating potential partners before investing in them, is one of the highest-leverage practices a partnership leader can implement. It forces clarity about what you need from a partner relationship and creates a repeatable standard that improves decision-making over time.¹

2.8x²

Higher win rate on partner-attributed deals vs. direct deals

32%²

Larger average deal size on partner-attributed opportunities

38%³

Faster deal close rate for certified vs. non-certified partners

"The best time to decide a partnership won't work is before you sign the agreement."

The Five Qualification Dimensions

The Partner Qualification Framework evaluates potential partners across five dimensions. Each dimension is scored on a scale of 1–5. A minimum threshold score determines tier placement and investment level.

1

ICP Overlap — Do we serve the same customers?

Evaluate the degree of overlap between your Ideal Customer Profile and your potential partner's primary customer base. Look at industry, company size, tech stack, and buying persona. High ICP overlap means co-sell conversations are natural and referrals are likely to be qualified.

2

Complementary Value Proposition — Do our products create more value together?

Assess whether your combined offering creates a meaningfully better outcome for the customer than either solution alone. The strongest partnerships have a clear 'better together' narrative that both sales teams can articulate in a single sentence.

3

Go-to-Market Alignment — Are our sales motions compatible?

Evaluate alignment across the sales cycle, deal size, sales motion, and buying process. Misaligned GTM motions create friction that prevents co-sell activation even when ICP overlap and value propositions are strong.

4

Partner Capacity & Commitment — Can and will they invest in this relationship?

Assess the potential partner's capacity to invest — dedicated partnership resource, executive sponsor, willingness to co-invest in enablement. A partner with a strong fit but no capacity to execute will underperform.

5

Revenue Potential — What is the realistic revenue opportunity?

Build a bottom-up estimate: addressable partner pipeline, realistic attach rate, and deal size. Partners should clear a minimum revenue threshold over 12 months to justify Tier 1 investment.

Scoring Rubric

Score each dimension on a 1–5 scale. A total score out of 25 determines partner tier placement.

5 — Exceptional

Strong fit across all criteria within this dimension. Clear, specific co-sell opportunity. Minimal friction to activation.

4 — Strong

Good fit with minor gaps. A specific opportunity exists and can be activated with moderate investment.

3 — Moderate

Partial fit. Opportunity exists but requires meaningful work to define and activate. Proceed with a lower investment level.

2 — Weak

Significant gaps in fit. Revenue opportunity is speculative. Consider the passive tier or do not proceed.

1 — Poor

No meaningful fit on this dimension. Disqualifying unless compensated by exceptional scores elsewhere.

Tier Placement Thresholds

Tier	Score	Investment Level
Tier 1 — Core Partner	20–25	Full investment: dedicated success ownership, co-sell activation, QBR cadence.
Tier 2 — Growth Partner	14–19	Moderate investment: structured onboarding, defined co-sell plays, 6-month review.
Tier 3 — Passive Partner	8–13	Low investment: self-serve enablement, periodic check-ins, 12-month review.
Do Not Proceed	< 8	Disqualify. Do not invest organizational resources in this relationship.

The Qualification Conversation

Use these questions in your first 1–2 partner discovery calls to gather the information needed to score each dimension.

ICP & Customer Overlap

- Who is your ideal customer — industry, size, buying persona?
- What does a typical deal look like for you? How do customers use your solution?
- What technology partners do your customers most commonly use alongside you?

Value Proposition Alignment

- Where do you see the natural overlap between our offerings?
- Have you had customers ask about our product/service? What was the context?
- Can you articulate a 'better together' scenario in one or two sentences?

GTM Alignment

- How does your sales team typically work with partners in a co-sell scenario?
- What does your average sales cycle look like? Average deal size?
- Do you have a formal partner program today? What does co-sell look like?

Capacity & Commitment

- Who on your team would own this relationship day-to-day?
- Do you have executive sponsorship for this partnership?
- What would success look like for you in the first 6 months?

Revenue Potential

- How many customers do you have that likely use — or would benefit from — our solution?
- In the next 12 months, how many joint opportunities do you think are realistic?
- Are there specific accounts you are already thinking about for co-sell?

Partner Qualification Scorecard

Use this template to score and document each qualification evaluation.

Dimension	Weight	Score (1–5)	Notes
ICP Overlap	20%	/ 5	
Complementary Value Prop	20%	/ 5	
GTM Alignment	20%	/ 5	
Partner Capacity	20%	/ 5	
Revenue Potential	20%	/ 5	
TOTAL SCORE		/ 25	Tier: _____

Partner Name: _____ Date: _____

Reviewed by: _____ Decision: Proceed / Decline / Revisit

Notes & next steps:

Need help building your qualification process?

Evoque designs and operationalizes partner qualification frameworks as part of our Partnership Strategy engagements.

[Book a Strategy Session → evoque-partners.com](https://evoque-partners.com)

Sources

- ¹ Forrester Research, "The State of B2B Partner Ecosystems, 2025," forrester.com, 2025. Available at: forrester.com/report/the-state-of-b2b-partner-ecosystems-2025
- ² Introw, "Partner Deals Have a 32% Bigger Deal Size and 2.8X Higher Win Rate," introw.io, 2024.
- ³ Continuum, "Partner Enablement Statistics 2026: Key Trends & ROI Data," continuum.com — citing ICONIQ Growth, Forrester, Foundry, and Intellum research.