

Evaluation Checklist ——— for the Creation of a Partner Management Program

This questionnaire is designed to evaluate the implementation of a Partner Management Program. Please answer honestly and objectively.

Use this tool regularly and proactively to strengthen your defenses and preserve the authenticity of your products in the digital environment.





Evaluation Checklist

YES NO

- Do you know the Partner Management strategies?
- Are there clear and measurable objectives for partner management?
- Have partners been identified and segmented according to their contribution and strategic value?
- Do you have clear and consistent criteria for selecting new partners?
- Is the onboarding process efficient and does it ensure a smooth transition?
- Do you maintain proactive communication with your partners, sharing relevant information?
- Is there effective collaboration between your company and your strategic partners?
- Have programs been implemented to enhance member skills and capabilities?
- Are technology platforms used to efficiently manage business partner relationships?
- Is there a periodic review of member performance?

Evaluation criteria



High Implementation

Si la mayoría de tus respuestas son afirmativas y has desarrollado acciones en la gestión con tus socios comerciales, puedes implementar tu programa para mejorar la relación con tus asociados de negocio y mejorar tu productividad y éxito empresarial.



Average implementation

If you have an average percentage of "yes" and "no" responses to partner management, you have probably done an initial implementation with limited effectiveness. There are areas for improvement that could strengthen your relationship with your business partners.



Low implementation:

If you have the highest percentage of negative responses or have not implemented a partner management strategy at all, immediate action may be required to improve your processes with your strategic business partners.



Implementing a **Partner Management Program** will not only strengthen your business relationships but will also boost your **company's sustainable growth.**

Don't wait any longer!

Act now and start building solid and lasting strategic partnerships. **At Echez, we are experts in implementing projects with business partners;** schedule an appointment today with one of our specialized consultants.