

The Partnership Map

WHO SELLS FOR YOU WHILE YOU SLEEP

Ten kinds of partner, three families. Know which one you are signing before you sign it.

FAMILY 1

Distribution

They sell for you.

Channel

A partner with a sales team sells your offer to their clients. **Signal:** they close without you on the call.

Reseller / White-label

They buy and resell it, sometimes under their own brand.

Referral

They send you qualified clients, for a fee or in exchange.

Co-selling / Alliance

A joint offer to the same account, with a shared pipeline.

FAMILY 2

Audience

They lend you their trust.

Co-marketing

Content, webinars and campaigns with someone who has your client.

Influencer

A voice your buyer already trusts.

Affiliate

You pay only for results: per sale or per lead.

Events & sponsorship

Their room, your content on stage. Only if your ICP is in that room.

FAMILY 3

Product

You live inside their tool.

Integration

Your product inside a tool your client uses every day.

Marketplace

Listed where your client already buys: Shopify App Store, HubSpot, AWS Marketplace.

Why it matters

The slowest to build. The hardest to replace.

Pick the one you need

IF YOU NEED

Pipeline in 90 days

More sales, no new hires

Trust in a new market

Enterprise accounts

START WITH

Referral, Affiliate

Channel, Reseller

Co-marketing, Influencer, Events

Integration, Co-selling, Marketplace

THE SIGNAL IT WORKS

Signed clients traced to the partner, not contacts.

The partner closes without you on the call.

New leads already know your name on the first call.

A shorter sales cycle on shared accounts.

Five rules that make it pay

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| 01
Share the client
Same ICP, complementary offers. You make each other easy to sell. | 02
Write the exchange
What the partner gains: money, clients or credibility. | 03
Put a number in the contract
Leads, clients or revenue. Not written, not real. | 04
Tier your partners
They do not all earn the same time. Review weekly or monthly. | 05
Decide at 90 days
Scale it, change the format, or close it. |
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