CHANNEL ROCKETSHIP

Channel Program Starter Checklist

12 essential steps to launch or rebuild your partner channel

01 Define Your Channel Strategy

Document why you're building a channel, what types of partners you need (resellers, referral, MSP, SI), and what markets or geographies they'll serve. Without a clear strategy, recruitment becomes random.

✓ QUICK CHECK:

Can you explain your channel strategy in one sentence?

☐

02 Build Your Ideal Partner Profile (IPP)

Define what the perfect partner looks like; industry focus, company size, technical capability, existing customer base, and cultural alignment. This is your filter for every recruitment conversation.

✓ QUICK CHECK:

Do you have a written IPP you can share with your team?

☐

03 Design Your Partner Program Structure

Decide on tiers (e.g. Registered, Silver, Gold), requirements to qualify for each tier, and the benefits partners receive like discounts, MDF, deal registration, co-marketing, dedicated CAM access.

✓ QUICK CHECK:

Is your program structure documented and easy to explain?

☐

04 Set Your Commercial Model & Margins

Define partner margins, deal registration discounts, rebate thresholds, and any performance bonuses. Partners need to see a clear path to profitability before they commit.

✓ QUICK CHECK:

Can a partner calculate their potential earnings in under 5 minutes?

☐

05 Create Your Partner Agreement

Draft a clear partner contract covering territory rights, pricing rules, deal registration, IP ownership, and exit clauses. Have legal review it before you sign your first partner.

✓ QUICK CHECK:

Is your agreement reviewed, signed-off and ready to execute?

☐

06 Build Your Onboarding Process

Map out the first 30–90 days for a new partner: welcome kit, product training, sales playbook access, first joint business plan, and their first deal. Onboarding sets the tone for the entire relationship.

✓ QUICK CHECK:

Do you have a documented, repeatable onboarding sequence?

☐

Ready To Launch Your Channel Program?

Book a 30-minute discovery call today

Contact our team: (737) 443-9499 or sales@channelrocketship.com

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sales@channelrocketship.com
www.channelrocketship.com

07 Develop Your Sales Enablement Kit

Give partners the tools to sell on your behalf: pitch decks, battlecards, demo scripts, objection handling guides, ROI calculators, and case studies. Partners can't sell what they can't explain.

✓ QUICK CHECK:

Could a partner run a sales meeting without you in the room?

☐

08 Set Up Your Partner Portal or Hub

Create a central place for partners to access assets, register deals, track their tier progress, and get support. This doesn't need to be expensive, even a well-organised shared drive beats nothing.

✓ QUICK CHECK:

Do partners have one place to go for everything they need?

☐

09 Define Rules of Engagement

Document how you handle channel conflict — what happens when a partner and your direct team pursue the same account, deal registration protection, and how disputes are resolved. Ambiguity kills trust.

✓ QUICK CHECK:

Are your rules of engagement written down and shared with sales?

☐

10 Establish Partner KPIs & Cadence

Define how you'll measure partner performance: pipeline generated, deals closed, certifications completed. Set a regular QBR or check-in cadence so partners know they're supported, not forgotten.

✓ QUICK CHECK:

Do you have a reporting framework and review rhythm in place?

☐

11 Launch Your Recruitment Campaign

Develop a targeted outreach plan to recruit your first cohort of partners. Leverage events, LinkedIn outreach, existing customer referrals, distributor relationships. Quality beats quantity every time.

✓ QUICK CHECK:

Do you have a pipeline of 10+ qualified partner prospects to contact?

☐

12 Plan Your First 90 Days Post-Launch

Set clear milestones: first partner signed, first deal registered, first partner-sourced close. Review what's working, what's not, and build your feedback loop to continuously improve the program.

✓ QUICK CHECK:

Are your 90-day success metrics defined and tracked?

☐

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