

Partner enablement plan template

Bringing on new partners and ensuring their success is a *pivotal* part of any business strategy. Partners play a crucial role in extending the reach of your products, driving sales, and enhancing customer satisfaction. Engaging these partners effectively means equipping them with the right tools, training, and support to not only sell but also thrive.

This partner enablement plan is designed to help you **activate**, **educate**, and **empower** your partners in a way that drives mutual success.

Use this plan as your go-to strategy to ensure your partners are not just equipped to sell your products, but are motivated, confident, and invested in becoming your most valuable allies.

Date created: [Insert date]

Last updated: [Insert date]

Owner: [Your name or team]

Partner name: [Partner company name]

1. Objectives & overview

The goal of this plan is to equip our partners with the knowledge, tools, and support necessary to succeed in selling, implementing, and supporting our products.

By providing ongoing resources and aligning with our partners' business objectives, we aim to create a mutually beneficial partnership.

Example (use this and include your own details):

Goal	Metric	Target date	Owner
Empower partners to increase their sales by 20% within the next quarter .	Sales revenue	September 30, 2025	Partner sales lead
Ensure 95% of partners complete required product training within 60 days.	Training completion	August 11, 2025	Partner enablement manager
Goal 3			
Goal 4			

2. Partner profile overview

Summarize your partner’s business, strengths, and where enablement can create impact.

Partner type: (e.g. Reseller, System Integrator, Referral)

Industry & market:

Key stakeholders:

Primary offering:

Target customers:

Partner maturity level: (New / Growing / Strategic)

3. Training & knowledge requirements

Outline the training modules, resources, or certifications the partner needs to access.

Topic	Resource	Owner	Due date	Status
Product overview	Recorded webinar	PMM	June 20, 2025	Not Started ▾
				Pending ▾
				Pending ▾
				Pending ▾

Mandatory training:

Product knowledge: Partners must complete the foundational product training within the first 30 days.

- "Complete the [Product Name] introduction training within 30 days for certification."

Sales methodology: Training on how to effectively sell our solutions, handle objections, and close deals.

- "Sales Mastery for Partners: 5 steps to closing the deal."

Optional advanced training:

Specialized certifications on industry-specific applications of our solutions.

- "Healthcare vertical training for partners."

4. Key resources

Curate and link to core materials the partner needs to sell and support effectively.

Example (use this and include your own details):

Resource	Format	Link	Owner
Sales playbook	PDF	[insert link]	Enablement
Pitch deck	Slides	[insert link]	Marketing
Resource 3		[insert link]	
Resource 4		[insert link]	

5. Communication & check-ins

Establish a cadence to stay aligned and catch blockers early.

Example (use this and include your own details):

Meeting	Frequency	Participants	Agenda items
Weekly sync	Weekly	Partner rep, AE, Enablement	<ul style="list-style-type: none">• Training status• Feedback• Pipeline review
QBRs	Quarterly	Exec sponsors, GTM team	<ul style="list-style-type: none">• KPIs• Strategy review• Renewal alignment
Meeting 3			
Meeting 4			

6. Incentivization strategy

Sales performance bonuses:

- Partners receive a 10% bonus for every deal above \$100k closed in a quarter.
- [Idea 2]

Recognition programs:

- Partner of the Quarter. Highlight top performers and award them with a certificate, bonus, or additional support.
- [Idea 2]

Gamification:

- Monthly leaderboards showing the top partners by revenue, with small prizes for the top three.
- [Idea 2]

7. Risks checklist

Call out any known hurdles or requirements for success.

- ☐ *Limited access to CRM or key data*
- ☐ *Partner team turnover*
- ☐ [Other potential blockers]