



Partner Recruitment Outreach Swipe File

Cold Outreach Email

Subject: Partnership opportunity with [Company]

Hi [First Name],

I came across [Their Company] and noticed your work supporting [target audience]. It feels closely aligned with what we are building at [Your Company].

We are growing our partner program and looking to work with partners who already advise or support [target audience]. Based on your focus, I think there could be a strong fit.

A quick overview:

- + We help [target audience] with [product outcome]
- + Partners benefit through [commission / revenue share / co-sell motion]
- + We support partners with [enablement, onboarding, co-marketing, portal, deal protection]

Would you be open to a short call next week to see if there is a fit?

Best,

[Your Name]

Follow-Up Email

Subject: Re: partnership opportunity with [Company]

Hi [First Name],

Just following up in case my last note got buried.

We are building partnerships with companies that already support [target audience], and I think there could be a strong mutual fit between [Their Company] and [Your Company].

If helpful, I can send a one-page overview before a call.

Would [day/time option 1] or [day/time option 2] work?



Best,

[Your Name]

Warm Intro Request

Subject: Quick intro request

Hi [Mutual Contact],

I am reaching out because I would love to connect with [Target Partner] at [Their Company] about a potential partnership with [Your Company]. Based on their focus and customer base, I think there may be a real fit.

If you are comfortable making an intro, here is a short blurb you could use:

"Meet [Your Name] from [Your Company]. They help [target audience] with [product outcome] and are building partnerships with organizations serving the same market. Thought it could be worth a conversation."

Thanks so much,

[Your Name]

Discovery Call Outline

- + Why I reached out
- + Why your customer base looks aligned
- + What our product or service does
- + What is in it for the partner
- + How the partnership works in practice
- + What support the partner would get
- + Next step

Personalization Inputs To Always Add

- + their market
- + their service or specialty
- + one specific reason they stood out
- + what makes your program worth their time
- + one clear next step