

90-Day Partner Growth Planner Lite

Days 1 to 30: Build the foundation

- + Audit your current partner program.
- + Define your ideal partner profile.
- + Clarify your main program goal for the next quarter.
- + Review your partner messaging and value proposition.
- + Clean up your partner-facing content and docs.
- + Decide which metrics matter most.

Days 31 to 60: Build the system

- + Create or refine partner onboarding.
- + Build a basic partner resource hub.
- + Define your tier structure.
- + Launch a simple recruitment sequence.
- + Put deal registration into a repeatable workflow.
- + Prepare a small partner enablement pack.

Days 61 to 90: Drive activation

- + Re-engage dormant partners.
- + Run check-ins with your highest-potential partners.
- + Track partner activity and contribution.
- + Review what is working and what is not.
- + Improve the first three friction points partners hit.
- + Turn what works into standard process.

Weekly Review Questions

- + What moved partners closer to revenue this week?
- + Where did partners get stuck?
- + What did we make clearer?
- + What can we simplify next week?

Rule

Do not try to build the perfect partner program in 90 days. Build the clearest one.