WORKSHEET 10

Circle Your Budget Spend Priorities for Your Ideal Partner
All are important, RED indicates Partner Priorities

Product Focused Resellers	Solutions Focused VARs	Services Led VARs & SI's	MSPs & Service Providers
Predictable product flow	Standards-based product	**Reference architectures**	Deep technical relationship
Competitive SRP pricing & Rebates	Technical training	Sales influence – recognize/reward	Classroom and lab based training
Strong brand presence	Tech. architectures and tools	Clear rules of engagement (w/vendor and other partners)	**Utility-based licensing models**
Clear, stable front-end margins	**Certification & specialization status**	Use-cases and references	**Expedited support**
On-line sales & technical training	Deeper technical support	Field sales teaming model	**Creative financing**
Deal protection/reg.	Performance incentives/rebate	**Prof. Services mentoring & tools**	P2P collaboration program visibility
Affordable training	Deal protection/reg		Compensation neutrality for vendor field teams
Access to Channel rep	**Co-marketing support & MDF**		
Minimal channel conflict			
Simplicity & affordability	**Tech. depth & differentiation**	**Services-attach & influence**	**Solid technology Financing/licensing**

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