

WORKSHEET 11.1 – 11.3



Outline Your Program in a Give to Get Format

Partner Profile Screening Criteria (Refer to worksheet 8):

Remember to build a program to meet the needs of your Ideal partner profile and the benefits they value.

Call this out when you screen the partner.

They Give:

They Get:

11.1 – 11.2

Program Commitments **Required**

Sales Education:

Technical Education:

Marketing:

Demo Sets:

Other:

11.1 – 11.3

Program **Benefits**
(\$, vouchers, MDF, equipment, etc.)

Sales Education:

Technical Education:

Service Development Support:

Marketing:

Demo Sets:

Coverage/CAM:

Other:
