



From Sign-up to Success: Your PartnerStack Journey

Learn how the top programs grow (and how yours can too)

A successful mark of a partner program is participation and activity. This easy how-to will guide you through some simple tactics to support program sign-up and show you how to best attract partners to drive the results you want to be seeing.

Why partners join your program

 Make all of this super clear on your landing pages, marketplace listing and emails – especially during onboarding!



Show your value: When you're pitching your program to partners (ie. on your PartnerStack marketplace listing), talk about your product, not your program. They need to know what problem you solve for their customers and audience, and then they need to understand how the program functions.



Be clear about commissions: Don't just say "10-20% rev share." Provide specific examples that include showing what this could mean in dollars (e.g., "\$2,000 per customer"), and specify the type indicating if it's per referral, per year or lifetime! Do the math for them.



Referral methods: Make it clear how they can refer business (links, lead forms, deal registration).

Why partners stay:



You are invested in your partners' success, as you understand that their success = your success



You're curious and willing to experiment with new ways to onboard, enable and compensate them based on mutual findings



You keep them in the loop with product/program info via email and resources



You celebrate their wins!



You focus on quality, long-term partnerships, not just signing up a bunch of inactive partners



You pay them consistently and on time (and you communicate unexpected delays if they occur)

Partner recruitment

You need to know *who* to recruit, where to find them, and how to bring them in.

Create an Ideal Partner Profile (IPP): This is super important! Figure out:



Who they are: Industry, target audience, business model (agency, affiliate, etc.), company size, geographic focus, expertise, values.



How they interact with referrals: Are they active in their community? Do they host events? One-on-one or one-to-many?



What motivates them: Commission? What part of the sales funnel can they influence? How will they submit referrals (links, warm leads, deal registration)? What resources do they need (training, marketing materials)? Will you offer tiers?

Grouping Partners in PartnerStack: This is how you create different experiences for different types of partners (affiliates, resellers, etc.). Each group can have different resources, email cadences and commission structures.



Deeper Dives:

- [Recruit Your First 100 Revenue-Generating Partners](#)
- [Building Ideal Partner Personas for More Profitable Partnerships](#)
- [How to Effectively Use the Partner Discovery Tool](#)

Understanding partner types, their business models and how you can successfully work with them:

You need to know *who* to recruit, where to find them, and how to bring them in.



Customer Referral: Use links, don't typically interact with portal or program benefits.



Marketing Partner (Affiliates, Publishers, Influencers): Use links, focus on top-of-funnel impact via content creation. Care about being a trusted voice and providing software advice to an audience base of potential buyers.



Co-sell Partners: Drive warm leads from their direct customer relationships (via forms, slack, email) . They pre-qualify their leads based on knowing their clients needs and which product can solve their business pain points.



Reseller Partners: Own the full sales cycle. They combine deep product knowledge with service and implementation. Some pre-purchase licenses to resell, others keep you updated in real time as they move deals through the pipeline.

It's important to know how each partner works and where they influence the funnel. This helps tailor compensation, give your teams clarity on referral flow and communicate the right way with each partner group.

Another important factor: Brand recognition... it matters!

Your brand equity shapes how much effort a partner needs to put into promoting your product effectively. A lesser-known brand may require more explanation and trust-building. A well-known one? Easier lift, quicker conversions. Align your partner expectations with where your brand stands today, not where you want it to be.

Partner Recruitment

You Using the **PartnerStack Discovery & Recruitment Tool**: You can find partners in our network 100k active partners. 22,000 have opted in, and that number is growing monthly!

You get 150 invites per week to invite net new partners to your program.



Use the filters: Look for specific industries, locations, audience sizes and commission structures that align with your program structure & goals.



Review the partners profile to determine fit: Look at their company description, team size, location, website, partner type, focus areas and activity history (when they joined, last active, current success meters in the network).



Badges: Some partners have badges that indicate longevity and success, others



Sending Invites: Build recruitment templates to invite the partner prospect to your program. We've provided some high performing recruitment examples, available at the top of the recruitment email screen to guide your outreach.



Follow up: Recruitment isn't a one-and-done cadence. You may need to send upwards of 4 or 5 emails to secure the prospect. To follow up, go to "Contacted", expand the partner list to 100, select all, follow up and create different templates for each touch.



Personalize: Even with templates, add a personal touch to the start of the email, showing them you did your research, understand their business, and can clearly showcase the synergies for a partnership.



AI Matches: This fresh feature launched on July 22, and is another layer to help you find partners in our network based on your profile and history, and match it up with theirs. Make sure you interact with the tool, indicating good & bad fits, as it'll improve the algorithm and send you stronger matches over time.

Partner recruitment via one channel can stunt your program's growth. PartnerStack's network of partners is a great supplement to your recruitment strategy; **it should not be the sole recruitment strategy.**

Let's take a look at other ways to source great partners.

Partner enablement → Partner activation → Program success.

Recruiting partners is a lot of work. Don't let those efforts go down the drain. Your next key action is maintaining engagement through partner activation.

The most important step beyond getting the right partners in your program is making sure they succeed. Like any internal team, how a company trains and supports them is typically what sets them up for success or failure. Your partners are an extension of your team and their road to success starts with you.



Onboard your partners. Don't miss this opportunity to capture their attention and convert them into active participants of your program.



Automated Email Campaigns:

- **Customize them:** Don't just use our templates – rewrite them in your brand voice so partners aren't seeing the same message everywhere.

- **Drip out content:** Send compelling, concise emails about your product, the pain points you solve, who your ideal customer is, the markets you serve and key program benefits.

- **Regular campaigns:** Use these for newsletters, product updates and partner spotlights. Keep partners engaged, motivated and informed!

✓ Train your partners via your Resources tab



Your automated emails are nuggets of helpful, compelling information. Your resources are the main course, full of delicious details.

- **Start somewhere:** It doesn't need to be perfect from day one.
- **What to include:** Start with a logo/brand assets folder, educational assets (product one-pagers, videos, pricing, ICP, case studies, etc), program resources (best practices, content examples, tiering breakdown, program perks & benefits, terms of service, etc).
- **Point to them often:** Let partners know when new resources are available and reference them in your automated & regular campaigns where it makes sense to.



PRO TIP

Use the resource section to see who's viewing/downloading materials. Reach out to those engaged partners – they're showing activation intent!

Commission Invoices

REVIEW YOUR INVOICES! Once paid, commissions can't be clawed back. Put a recurring note in your calendar.

The Schedule:

- ✓ **Between July 1 to July 31:** Commissions are generated from your partner's activity
- ✓ **On Aug 1:** A commission invoice is generated for you to review for all commissions created in July

- ✓ **Between July 1 to July 31:** Commissions are generated from your partner's activity
- ✓ **On Aug 1:** A commission invoice is generated for you to review for all commissions created in July
- ✓ **From Aug 1 to Aug 7:** You have 7 days to review the invoice, and make any necessary changes
- ✓ **On Aug 7, end of day:** The invoice is charged to the credit card or ACH on file
- ✓ Commissions are released to partners once the payment has been processed.
 - ACH payment can take an average of 5 days to process.
 - Credit Card payments can take an average of 24 hours to process.
 - Note: credit card payments come with a 3.5% processing fee
- ✓ **August 8th:** If the invoice is paid by credit card, commissions are available for partners to withdraw within 24 hours
- ✓ **August 13th:** If the invoice is paid by ACH, commissions are available for partners to withdraw

Partner commission withdrawal:

Depending on your chosen payment method, your partners will be paid within 1-5 days of you paying your monthly commission invoice.

- ✓ The partner will receive an email by the 13th of the month, notifying them that they have commission available to withdraw and prompting them to log into their account
- ✓ Upon log in, they will go to their commission section and "cash out" their available commission
 - They must have a payment provider selected to begin their cash out process
- ✓ Partners can cash out their commission via Stripe, PayPal or Direct Deposit to their bank
 - Note: each provider has their own processing times and potential fees

