



Email Templates

A compilation of templates for you to use while you onboard & engage with your partners!

Summary of Emails

Email 1	Welcome to our program
Email 2	Here's how the partner program works
Email 3	Benefits of (vendor name)
Email 4	Here's who to go after to be successful
Email 5	Resources at your fingertips
Email 6	Closing off email

Email 1 Welcome to our program

Subject

Welcome to {{Your Company's Name}}'s partner program!

Body

Hi {{First name}},

Welcome to our program! We're thrilled to have you as our partner and can't wait for you to get started. This partnership is a brilliant way for you to generate recurring revenue.

But before we get ahead of ourselves, here are the guidelines to find and use your {{Insert whichever link is relevant to your program: [referral link](#), [lead form](#), and/or [deal form](#).}}

Mastering these basics will help you attract new users and properly funnel them through to us, so you get the credit you deserve — and get paid.

Are you new to PartnerStack?

If so, don't worry. PartnerStack is made to simplify partnerships. Check out their [Support Help Center](#) for FAQs.

And if you have any further questions, feel free to reply to this email or send us a message through the Partner Dashboard.

Stay tuned for more to come on how our partner program works.

Chat soon!

Best,

{{Your name}}
{{Your Title}}, {{Your Company}}



Email 2

Here's how our partner program works

Subject

Here's how our partner program works

Body

Hi {{First name}},

We started our program to help partners like you succeed!

You earn commission by referring {{your company name}} through your personal link.

Once your referral converts (when a user begins paying for a monthly or annual subscription of our product using the link you provided), then you start to generate commission.

The more conversions you have, the higher your commission will be.

So what exactly can you earn?

Here's a breakdown of how our reward structure works: {{Insert reward structure here}}

That's all for now. As always, don't hesitate to connect with us if you have questions.

Be in touch soon,

{{Your name}}

{{Your Title}}, {{Your Company}}



Email 2

Here's how our partner program works

Subject

Here's how our partner program works

Body

Hi {{First name}},

We started our program to help referral partners like you succeed!

After you submit a lead to our team, you will receive updates as that lead progresses through various stages with our sales team.

The statuses that you will see are:

- New
- Qualified
- Unqualified
- Closed Lost
- Closed Won

Each of these stages provides you with visibility during our sales cycle. If we have any questions or need additional information about the leads you send, we'll let you know.

As a reminder, here's how our reward structure works: {{Insert reward structure here}}

And [here's how to submit a lead](#).

Best,

{{Your name}}

{{Your Title}}, {{Your Company}}



Email 2

Here's how our partner program works

Subject

Here's how our partner program works

Body

Hi {{First name}},

We started our program to help reseller partners like you succeed!

When you submit a deal, you're responsible for the sales cycle with the referral. As you work directly with your referral, you can update the stage of that referral so our team can be aware of the progress you're making.

If you have any questions about the deal stages or while you're working with your referral, please let us know.

As a reminder, here's how our reward structure works: {{Insert reward structure here}}.

And [here's how to submit a deal](#).

Best,

{{Your name}}

{{Your Title}}, {{Your Company}}

Email 3 Benefits of (Insert Vendor Name)

Subject

How {{Your Company Name}} makes it easy to sell as a partner

Body

Hi {{First name}},

What makes our product stand out? These are the key benefits of {{Your Company}} worth highlighting when you market and sell to our audience:

- Insert benefit 1 (Ex. quality of product)
- Insert benefit 2 (Ex. time to market)
- Insert benefit 3 (Ex. support provided)

You can learn more by accessing our resources in the Partner Dashboard — just ask your Onboarding Consultant how!

Best,

{{Your name}}
{{Your Title}}, {{Your Company}}

Email 4

Here's who to go after to be successful

Subject

How to target the right audience

Body

Hi {{First name}},

Some of our top customers are {{insert names here}}. So what do they have in common and how did we know we'd be a hit with them?

You've got to know our audience.

To help make sure you're targeting the right customers with our product, we've put together a quick and dirty list of what to look for.

- **Our ideal customer personal (ICP):**
 - a. Characteristic 1
 - b. Characteristic 2
 - c. Characteristic 3
- **Average time for a customer to go live with the product is X**
- **Average deal size is \$X**

Studying the right-fit customers will save you time and help you bring in more leads and deals, so you can earn more commissions.

Let us know if you have any questions!

Best,

{{Your name}}
{{Your Title}}, {{Your Company}}

Email 5 Resources at your fingertips

Subject

Resources at your fingertips

Body

Hi {{First name}},

We want to empower you to realize your partner potential with us and earn rewards along the way.

Now that you know our ICP, here are some more resources that can help further your understanding of capturing the right customers and set you up as a successful partner in our program:

- [Insert resource link 1](#)
- [Insert resource link 2](#)
- [Insert resource link 3](#)

For additional best practices, check out the resources in the Partner Dashboard — just ask your Onboarding Consultant how.

Have more questions? Ask away. We're here to help!

Best,

{{Your name}}

{{Your Title}}, {{Your Company}}

Email 6

Closing off email

Subject

Need a hand with something?

Body

Hi {{First name}},

Need help with growing your commissions? Can't figure out lead tracking? Have questions about payouts?

Don't worry, we've got you covered. Check out the resources in your dashboard for all things related to partner success or send us a message if you need technical support with anything.

Prefer self-serve solutions? Find what you need by exploring [PartnerStack's Help Center](#).

As always, your success is our top priority. Let us know how we can better support your journey with us.

Best,

{{Your name}}

{{Your Title}}, {{Your Company}}