



## Creating a Partner Profile

### Related policies:

- [Centers of Influence \(COI\) Management](#)

Procedure to fill out a [Partner Profile Template](#) for a particular partner (partner prospect, partner and/or Center of Influence (COI)).

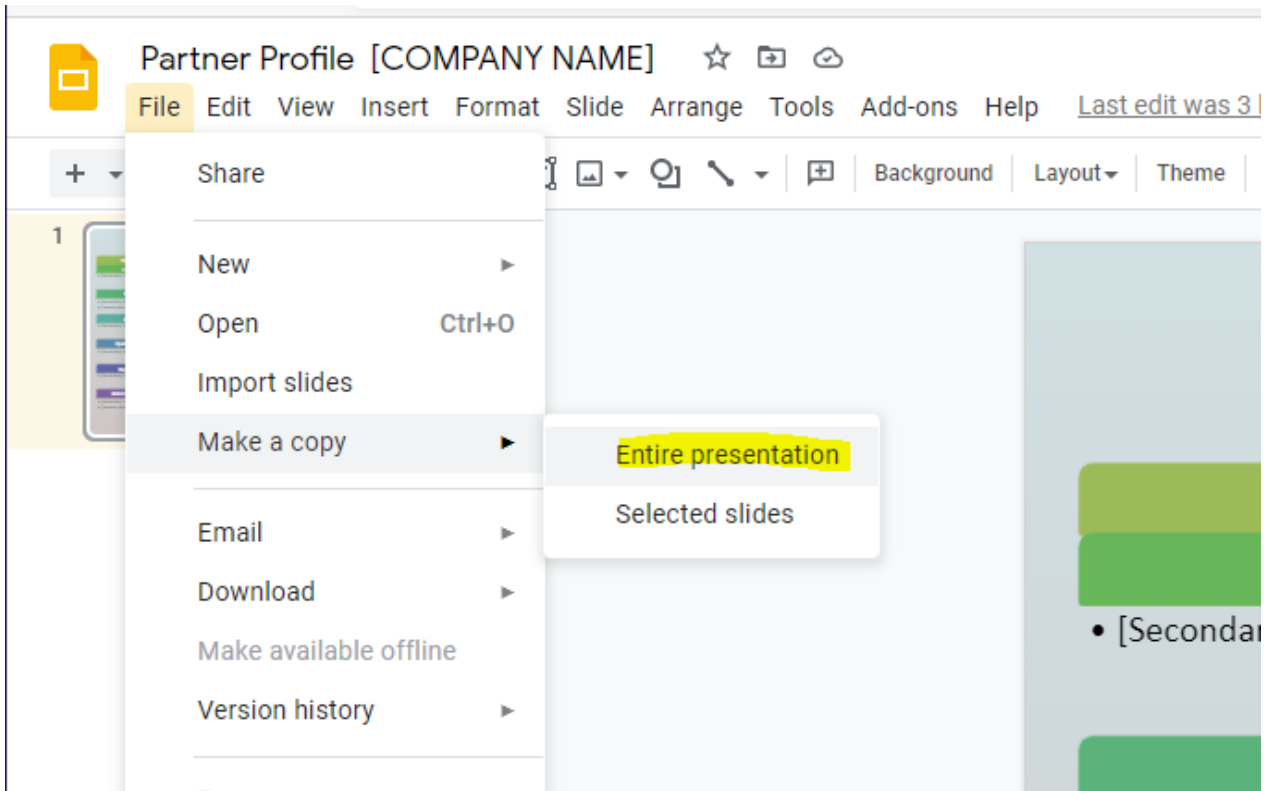
### **1 Schedule a 30 minute virtual meeting with the partner**

[Calendly](#) scheduling would be the easiest way.

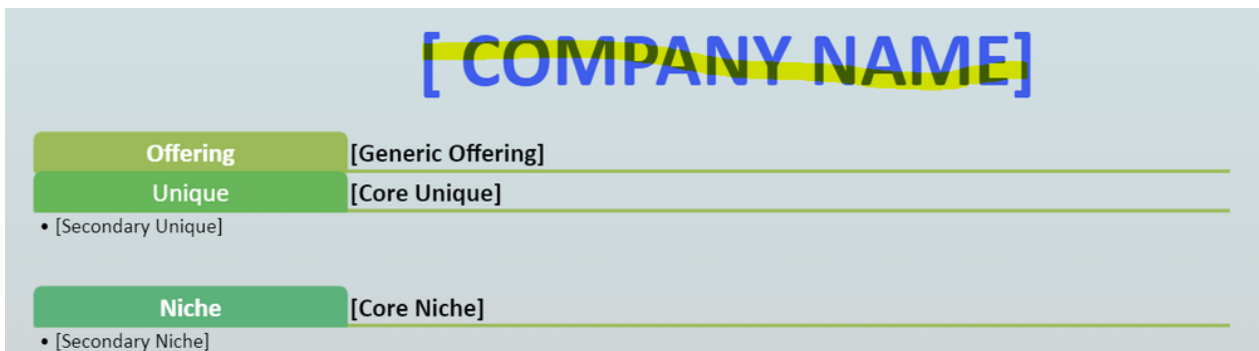
Alternatively the partner could provide you with a 30 minute time that works mutually and you send a virtual meeting calendar invite.

### **2 Prior to meeting, prepare their partner profile template**

Open the [Partner Profile Template](#) and Make a copy replacing the [COMPANY NAME] with the name of the partner:



Make sure AFTER copying on the slide to also replace the [COMPANY NAME] with the name of the partner:



### 3 Start virtual meeting

Explain that you want to build a partner profile for them so that you very clearly understand how to refer them business.


#### 4 First share screen and show the XL.net Partner Profile

[XL.net Partner Profile](#)

Explain each section and make sure they understand it, as shortly you will be filling out theirs.

## XL.net Partner Profile

<b>Offering</b>	<b>Outsourced IT Department</b>
<b>Unique</b>	<b>80% IT frustration/risk reduction through monthly audit day</b>
<ul style="list-style-type: none"><li>• Business Alignment - aligning a technology plan that supports the business objectives, department at a time.</li></ul>	
<b>Niche</b>	<b>Growth dedicated companies</b>
<ul style="list-style-type: none"><li>• Associations / Manufacturing / Finance / Marketing</li><li>• High dependency on technology</li></ul>	
<b>Latch:</b>	<b>Is your technology enabling your business to grow?</b>
<b>Qualification</b>	<b>\$2850/month</b>
<ul style="list-style-type: none"><li>• Greater Chicago (within 1hr non traffic drive from Des Plaines/Park Ridge)</li><li>• Minimum 15 technology dependent staff, maximum 250.</li></ul>	
<b>Target Size</b>	<b>20-100 technology dependent staff</b>
<b>Referral Sources</b>	<b>EOS Implementers</b>
<ul style="list-style-type: none"><li>• Launchways - Outsourced HR</li><li>• HALOCK - Security</li><li>• David Panitch - ERP/CRM Selection.</li><li>• Other technology vendors that focus on the same market</li></ul>	




#### 5 Next open the prepared partner profile

Talk them through each section and fill it out.

- **Offering:** Make sure for offering, that it is a generic name. Like "Outsource Bookkeeping" or "Commercial Banking", guide them to leave out confusion.
- **Unique:** Make sure they are truly as unique as possible. That it is not easy for their competitor to make the same claim.
- **Niche:** What specific industries or client types do they do the best with.


- **Latch:** This one is hard, this needs to be a question YOU could ask most clients and prospects that would make it clear that based on the answer you could introduce this partner. Like "Are you thirsty?" If yes answer Yes, "Great, we have a partner with water."
- **Qualification:** What would make a prospect qualified to work with this partner? What are the minimum requirements.
- **Target Size:** What is the prospect size range of a prospect for this partner? Size can be revenue, employees, or anything that is quantifiable.
- **Referral Sources:** Who externally specifically refers them the most business. Could be a person, company, or segment like M&A attorneys.

For example:



## Jake Raska - Northwestern Mutual

<b>Offering</b>	<b>Strategic Wealth Creation</b>
<b>Unique</b>	<b>Needs Based Planning - Individual and Business</b>
	<ul style="list-style-type: none"> <li>• Independent Fiduciary (10% of market) - Planning fee based, continuous accountability</li> <li>• High net worth tax mitigation - Estate planning</li> </ul>
<b>Niche</b>	<b>Owner of SMB's</b>
	<ul style="list-style-type: none"> <li>• Executives</li> </ul>
<b>Latch:</b>	<b>What do you think is going on with the markets right now? [Interesting]</b>
	<ul style="list-style-type: none"> <li>• What do you do right now with the market? [Are they an independent fiduciary]</li> <li>• Do you feel like you are in a good spot for retirement?</li> </ul>
<b>Qualification</b>	<b>Minimum \$300K investable</b>
<b>Target Size</b>	<b>EBITDA \$1m-\$25m/year (Owners)</b>
	<ul style="list-style-type: none"> <li>• \$1m-\$5m investable assets (Executives)</li> </ul>
<b>Referral Sources</b>	<b>CPA's and Estate Planning, M&amp;A, Attorneys</b>
	<ul style="list-style-type: none"> <li>• Private Equity, Investment Bankers</li> </ul>

**Partner Profile** Developed with 

### ⑥ Once complete, if partner is interested, schedule another 30 minute meeting

Explain that at the next meeting, if interested, you will show them a hard to discover value of LinkedIn Sales Navigator where now that you understand each other well can make mutual introductions very easily.

That meeting will follow [LinkedIn Meeting to mutually connect prospects](#).

**7 Send email with both profiles and reference future meeting if set**

Attached the [XL.net partner profile](#), and their partner profile that you just built. Reference your next meeting if it was scheduled.

Thank them for their time, and ask them to let you know if there is anything you can do to help, to let you know.

