

Multi-Partner GTM Planning Template

Use Guide, Instructions and Planning Template



Multi-partner Planning Template Use Guide:

How to Use the Multi-Partner GTM Planning Template

This template is a **strategic planning tool** to help you step back and evaluate your partner ecosystem at a high level. The goal is not just to fill in boxes—it's to create a clear picture of:

- **Where your partners play today** across the customer journey.
- **Where there are holes or gaps** that could slow growth or weaken customer experience.
- **Where opportunities exist** to prioritize investment, allocate resources, and build stronger plans with the right partners.

Think of this as a **strategy blueprint**: once completed, you'll have a roadmap that identifies which partnerships to double down on, which gaps to close, and how to align dollars and resources for the greatest impact.

Why It Matters

- Completing this template gives you a **bird's-eye view of your ecosystem strategy**. It helps you:
- Spot **gaps** in customer journey coverage.
- See where you are **over-invested or under-invested**.
- Align internal and partner teams on **where to focus and why**.
- Make informed decisions on **where to allocate resources and budget** to maximize impact.

Use this as your **ecosystem strategy dashboard**. It's the first step toward building a prioritized, data-driven plan with your most important partners.

Instructions for filling in template

Use this template to build the framework for your multi-partner GTM strategy.

1. Partner & Partner Type:

List partner name and type (ISV, GSI, MSP, Marketplace, Advisor, etc.).

2. Customer Journey Stage:

Mark which stage(s) this partner supports:

3. Partner Value Add:

Describe unique contribution (integration, expertise, reach).

4. Focus Solutions/Segments/Verticals:

List where this partner adds most impact.

5. ICP & Joint Value Proposition:

Define target ICP and your better together' story.

6. Routes to Market:

How you'll go to market (co-sell, partner sell, marketplace, distributor).

7. KPIs & Incentives:

Define metrics (pipeline, win-rates, ARR/NRR) and incentives (spiffs, MDF, credits).

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Customer Journey Stages

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