

## Partner Scorecard

Use this scorecard to evaluate potential partners based on their alignment with your business goals and criteria. Assign scores based on the Q&A below to determine the best fit.

### Scoring Instructions

Rate each question on a scale from 1 to 5:

1 = Poor fit

5 = Excellent fit

### Evaluation Criteria

1. Industry Expertise: Does the partner specialize in industries aligned with your target markets?
2. Customer Base: Do they have a customer base that overlaps with your ideal audience?
3. Sales Capabilities: Do they have a proven track record in selling complementary products or services?
4. Cultural Alignment: Do their values and approach align with your company's culture?
6. Training and Enablement: Are they open to receiving training and using tools provided to support growth?
7. Marketing Collaboration: Are they willing to collaborate on joint marketing initiatives?
8. Sales Process Alignment: Do their sales processes align with your company's approach?
9. Performance History: Do they have a proven history of meeting or exceeding targets in past partnerships?
10. Problem-Solving Skills: Are they capable of resolving challenges independently and collaboratively?
5. Commitment to Partnership: Are they willing to invest time and resources into growing this partnership?

### Scorecard Template

Evaluation Criteria	Score (1-5)	Notes
Industry Expertise		
Customer Base		
Sales Capabilities		
Cultural Alignment		
Commitment to Partnership		
Training and Enablement		
Marketing Collaboration		
Sales Process Alignment		
Performance History		
Problem-Solving Skills		

Total Score: \_\_\_\_ / 50

Use the total score to compare potential partners. Higher scores indicate better alignment.

