



Sourcing Revenue from Large SaaS Partners: A Strategic Guide

Forging strong partnerships has emerged as a cornerstone of success in B2B, but the market demands not just innovation in products and services, but also strategic alliances that can extend reach, enhance offerings, and ultimately drive revenue.

Let's dive into the art and science of sourcing revenue from large SaaS partners, offering a compass for navigating the complexities of B2B co-selling relationships.

The essence of a fruitful partnership lies not in the mere transactional exchange of services, but in cultivating a symbiotic relationship where both parties thrive. As the landscape becomes increasingly complex. The ability to seamlessly integrate with partner organizations, turning them into staunch advocates, is not just advantageous—it's essential.

Let's explore actionable strategies and best practices, resulting in flourishing partnerships filled with mutual growth and success.

Benefits of a Healthy B2B Co-Selling Partnership

A well-structured B2B co-selling partnership yields numerous benefits, notably:

- **Extended Reach and Market Penetration:** By collaborating with partners, companies can tap into new markets and customer segments that may have been out of reach, thus amplifying their sales and marketing efforts.
- **Enhanced Product Offerings:** Partnerships often lead to the integration of complementary technologies, resulting in enhanced product or service offerings that deliver greater value to customers.
- **Cost Efficiency:** Joint marketing, sales efforts, and shared resources can lead to significant cost savings for both parties.
- **Innovation through Collaboration:** The exchange of ideas and technologies between partners can accelerate innovation, helping to stay ahead in a competitive market.
- **Strengthened Credibility and Trust:** Association with reputable partners can enhance a company's credibility in the market, building trust among prospective customers.

Credibility and trust is what will drive fast account introductions, larger deal sizes, shorter cycles, higher lifetime value, and so much more. It's foundational to everything.

Systematic Partner-Sourced Revenue: A Tale of Two Mountains

In the journey of maximizing the potential of SaaS partnerships, sales reps and leaders face what can metaphorically be described as climbing two significant mountains. Each mountain represents a crucial phase in deepening the partnership and driving revenue. Understanding and navigating these phases effectively will meaningfully impact the partnership's success.

Climbing the First Mountain: Earning Your Way to a Team Call

The "first mountain" is all about gaining enough trust and demonstrating value to earn a spot in your partner's internal team call. This milestone is crucial for sales reps as it marks an acknowledgment from the partner that your offerings and insights are valuable to their team's success.

- **Demonstrate Continuous Value:** Consistently show how your products or services can solve problems or enhance the partner's offerings. Use data, case studies, and customer testimonials to back up your claims. A joint WIN is the holy grail though.

Value Examples:

Sales Audience: They care about wins (net new/expansion).

Customer Success Managers: Discover their KPIs. Show how you impact them.

- **Engage Through Value-Added Interactions:** Instead of pushing for a spot on the team call, focus on creating interactions that add value to your partner. This could be through sharing industry insights, assets, making introductions, offering solutions to emerging problems, or highlighting opportunities they might be missing.
- **Leverage Relationships Within the Partnership:** Build and nurture relationships with key individuals in the partner organization. Personal connections can often open doors that formal channels cannot. Go bottom up AND top down (executive alignment). People partner with people.

Securing the team call is NOT the time to celebrate. Yes, it's exciting, but it's nothing more than a foot in the door (not to rain on your parade, but 🌧️).

Conquering the Second Mountain: Driving 1:1 Engagements

After delivering a compelling performance on the team call, the "second mountain" involves leveraging that opportunity to drive 1:1 engagements with every stakeholder on the call. This phase is critical for deepening relationships and identifying specific areas where you can collaborate to drive mutual revenue.

- **Don't Try to be Everything to Everyone:** Focus on your strengths. Believability is crucial. If you're not believable, they won't accept 1:1 meetings.
- **Give Them Incentives for Action:** Clearly articulate how you can specifically impact their role (wins, retention, customer engagement, etc.)
- **Deliver Value Promised:** Don't promise what you can't deliver. Deliver what you promised. That's it.
- **Make Asks With Confidence:** Once you've delivered value, you've earned the right to ask for reciprocation. If unwilling, ask their manager something like, *"How do you suggest I drive a stronger partnership with Sally? I did A, B, and C, but when I asked for X, Y, and Z, it didn't yield results. Any suggestions on earning her trust outside of what I'm already doing, since you're closer to her?"*
- **Establish Cadence:** Set up regular check-ins with these stakeholders to build rapport, update them on relevant developments, and continually assess how you can support their objectives – in the absence of something meaningful/relevant to share, a simple, *"Is there anything my team or I can be doing to add value or help you A, B, or C this month? – Oh BTW, we produced this article last week. Great for execs in your accounts who are looking to INSERT ACHIEVEMENT or experiencing INSERT PAIN."* – checking in selectively via text message is good as well. Be concise in text.
- **Nurture or Target Those Who Didn't Engage:** Don't just let them sit. Try to add value. Speak with their manager. Send them a gift. For larger partners, where you may need to follow up with more than 20 people, a Co-Sell Alignment Specialist adds tremendous value, ensuring follow ups don't slip through the cracks.
- **Continuously Share Wins:** Write win stories and share them with executives at your partner organization – *Pro Tip:* Executives love putting win stories in org-wide emails, so this approach can yield wonderful exposure.

Conclusion

Climbing these two mountains requires a strategic blend of proving your partnership's value and engaging deeply with individual stakeholders to uncover and act on specific opportunities for collaboration and revenue generation.

By focusing on these phases, sales reps and leaders can significantly enhance the performance of their SaaS partnerships, ensuring long-term success, mutual growth, and forecast confidence.

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