

# PARTNER EVALUATION TOOL – What’s Important to You?

PARTNER EVALUATION CRITERIA	Importance (High, Medium, Low)	Top Ranked Criteria (Prioritize for Interviews)
Do they have the required technical expertise or product knowledge?		
Do they have warehouse space and the ability to hold inventory?		
Do they have strong customer relationships in your target markets/industries? Do they have a customer profile that matches your target market?		
Do they have branch locations and territory coverage in regions you are targeting?		
Do they have strong marketing capabilities? <ul style="list-style-type: none"> <li>• Sufficient marketing staff, robust web presence, effective use of a database/CRM, the ability to develop effective marketing materials, translation capabilities, advertising experience</li> </ul>		
Do they offer a good game plan (or good idea) for selling and marketing your product?		
Are they financially healthy (payment history, bank references, profitability, etc.)?		
Do they have a strong sales force? <ul style="list-style-type: none"> <li>• Sufficient number of salespeople, history of sales growth, strong sales per outside rep</li> </ul>		
Will your business be large enough or important enough to get attention from their salespeople and leadership?		
Do they demonstrate effective sales force management (training, compensation, measures, incentives)?		
Do they have favorable references from other suppliers (with complementary products) and end-users?		
Does their product mix fit with your line?		
Do they offer the necessary service capabilities and performance? <ul style="list-style-type: none"> <li>• Track record of strong delivery performance</li> <li>• Ability to offer training, maintenance, technical support, repair parts</li> </ul>		
Do they have the language capabilities you need?		
Does the leadership/ownership of the partner company have a business approach and strategy that is compatible with yours?		