

**Partner Canvas – 2015-03-25**

<p><b>5 ENABLEMENT</b></p> <p><i>Top 3 things partner or employee need from us in order to perform</i></p> <p>For example:</p> <p>Sales enablement</p> <p>Tools, environments</p> <p>Direction</p> <p>Training</p>	<p><b>4 PARTNER VALUE</b></p> <p><i>Top 3 benefits the partner or employee realizes</i></p>	<p><b>1 VALUE PROPOSITION</b></p> <p><i>Single, clear, compelling message that states why this partner or employee segment is part of our business model.</i></p>	<p><b>3 CUSTOMER VALUE</b></p> <p><i>How this partner or employee segment adds value to the customer.</i></p> <p><i>What is the benefit to the customer?</i></p>	<p><b>2 PARTNERS AND EMPLOYEES</b></p> <p>By segment or type</p>
	<p><b>8 KEY METRICS</b></p> <p><i>Measure of partner value realized</i></p> <p><i>Measure of customer value (partner performance)</i></p>		<p><b>4 METHODS</b></p> <p>How the partner or employee delivers the value.</p> <p>What are the outputs or products?</p>	
<p><b>7 COST STRUCTURE</b></p> <p>Salaries and/or Fees</p> <p>Commissions, Incentive Bonuses, Equity share</p> <p>Business Overheads</p> <p>Enablement costs</p>		<p><b>6 REVENUE STREAMS</b></p> <p>Revenue Received as a direct result of engaging this partner or employee</p> <p>Desired Margin</p>		