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COURSE BROCHURE

Advanced Strategic Partnerships and Alliance Development Course

1 – 12 November 2027
Madrid

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Registered in the United Kingdom and Saudi Arabia

Advanced Strategic Partnerships and Alliance Development Course

Ref: 569_21007 **Date:** 1 – 12 November 2027 **Location:** Madrid **Fees:** 9500 GBP

Strategic Partnerships and Alliance Development is a 2-week advanced training course for business development directors, partnership managers and commercial leaders, who build a partnership growth portfolio of alliances, resellers and co-selling partners. Revenue increasingly travels through ecosystems rather than direct sales alone, so the choice and stewardship of partners now shape reach, speed and margin. Jupiter Prime Training offers this course on strategic partnerships and alliance development for commercial leaders.

Why Strategic Partnerships and Alliance Development Matters Now

Three forces push partnering to the centre of commercial strategy. Buyers expect joined-up solutions that no single vendor delivers, so firms combine offers with technology, service and distribution partners. Marketplaces and co-selling arrangements let a partner's sellers carry an offer into accounts a direct team could never reach. Boards now ask alliance leaders to prove partner-sourced revenue, not just count signed agreements. Organisations that screen partners carefully and run alliances with clear scorecards open new markets at lower cost; those that sign loosely end up with dormant agreements and channel conflict. The course rests on the alliance lifecycle, partner tiering models and the balanced scorecard approach to partner performance.

Who Gains Most from Strategic Partnerships and Alliance Development

- Leaders who identify, screen and recruit alliance and reseller partners for new revenue
- Heads of partnerships who own joint business plans and partner-sourced pipeline
- Commercial leaders who negotiate partnership terms, revenue shares and exclusivity
- Executives who sponsor strategic alliances and chair joint steering committees
- Leaders of partner marketing and enablement who equip partner sellers to co-sell

Partnership and alliance functions gain most when their partner managers, deal leads and executive sponsors attend together and agree one screening model and one partner scorecard.

Strategic Partnerships and Alliance Development Capabilities

Participants learn to turn scattered partner relationships into a deliberate portfolio that adds measurable revenue and reach.

- Assess partner candidates for strategic fit, capability and cultural compatibility — the recruit or decline decision
- Build an alliance business case with joint revenue and investment logic — executive sponsors and finance
- Design joint value propositions and co-selling motions — partner sellers and shared customers
- Specify partnership deal structures, revenue shares and exit terms — legal and commercial approval

- Apply alliance scorecards and joint steering routines — quarterly partner investment choices
- Weigh partner tiers and portfolio balance — where partnership resources go next

Key Strategic Partnerships and Alliance Development Terms

- Strategic Alliance — a formal cooperation between independent firms that combine capabilities to pursue shared commercial goals without merging.
- Co-Selling — joint selling in which both partners' sellers work the same opportunity under agreed roles and credit rules.
- Partner Tiering — grouping partners into levels by capability and performance, each with its own benefits and obligations.
- Joint Business Plan — a document agreed by both partners setting shared targets, investments, activities and review points.
- Partner-Sourced Revenue — revenue from deals that a partner originated, tracked separately from deals a partner only influenced.
- Alliance Scorecard — a set of financial, pipeline, capability and relationship measures used to judge partnership health.

Strategic Partnerships and Alliance Development Day by Day

Day 1: The Partnering Economy

- Partnership Archetypes — Separating Referral, Reseller, Technology and Joint Venture Models
- Ecosystem Mapping — Locating Influence, Integration and Distribution Partners
- Build, Buy or Partner Choice — Deciding When Partnering Beats Direct Investment
- Alliance Lifecycle Model — Framing Formation, Operation and Exit Stages
- Partnership Charter — Setting Purpose, Scope and Sponsor Expectations

Day 2: Partner Opportunity Screening

- Partner Fit Scoring — Rating Strategic, Capability and Cultural Compatibility
- Whitespace Analysis — Finding Accounts and Segments a Partner Unlocks
- Partner Due Diligence Checklist — Testing Financial Health, Reputation and Integrity
- Competitive Partner Conflicts — Spotting Partners Aligned With Rival Vendors
- Partner Pipeline Funnel — Tracking Prospects From Long List to Signature

Day 3: Alliance Business Cases

- Joint Revenue Model — Projecting Partner-Sourced and Partner-Influenced Income
- Investment and Resource Plan — Costing Enablement, Marketing Funds and Headcount
- Synergy Assessment — Quantifying Shared Customers, Cross-Sell and Cost Savings
- Risk and Dependency Register — Weighing Lock-In, Leakage and Reputation Exposure
- Executive Sponsor Pitch — Securing Commitment From Both Leadership Teams

Day 4: Joint Value Propositions

- Combined Offer Design — Bundling Products and Services Into One Customer Solution
- Joint Value Proposition Canvas — Linking Shared Customer Pains to Combined Gains
- Integration Roadmap — Aligning Technical and Service Hand-Offs Between Partners
- Joint Messaging Framework — Agreeing Claims, Proof and Brand Usage
- Reference Customer Plan — Building Proof for the Combined Solution

Day 5: Partnership Deal Structuring

- Deal Structure Options — Choosing Referral Fees, Resale Margins or Revenue Shares
- Exclusivity and Territory Terms — Balancing Commitment Against Market Flexibility
- Intellectual Property and Data Clauses — Protecting Each Party's Assets
- Partnership Negotiation Planning — Mapping Interests, Trade-Offs and Walk-Away Points
- Exit and Termination Provisions — Planning an Orderly Unwind Before Signing

Day 6: Reseller and Channel Partners

- Reseller Network Architecture — Defining Tiers, Benefits and Entry Criteria
- Deal Registration Rules — Preventing Conflict Between Partners and Direct Sellers
- Market Development Funds — Allocating Co-Marketing Budgets Against Results
- Partner Onboarding Path — Moving New Resellers to First Closed Deal
- Distributor Margin Model — Testing Channel Economics at Each Tier

Day 7: Co-Selling and Partner Enablement

- Co-Selling Rules of Engagement — Assigning Roles, Credit and Account Leadership
- Account Mapping With Partners — Matching Shared Targets and Contacts
- Partner Enablement Curriculum — Equipping Partner Sellers and Engineers
- Marketplace Listing Strategy — Using Cloud and Industry Marketplaces as a Route
- Partner Relationship Management Systems — Tracking Leads, Deals and Training

Day 8: Alliance Governance

- Joint Steering Committee Design — Setting Membership, Cadence and Decision Rights
- Joint Business Planning Cycle — Agreeing Annual Targets and Investments
- Escalation and Dispute Path — Resolving Conflicts Before They Damage Trust
- Alliance Health Check — Surveying Trust, Communication and Commitment
- Executive Relationship Map — Linking Sponsors at Several Levels

Day 9: Partner Performance Scorecards

- Alliance Scorecard Design — Combining Financial, Pipeline and Capability Measures
- Sourced Versus Influenced Attribution — Crediting Partner Contribution Fairly
- Partner Tier Review — Promoting, Developing or Retiring Partners
- Quarterly Business Review Format — Running Evidence-Based Partner Conversations
- Portfolio Balance Matrix — Weighing Partner Contribution Against Investment

Day 10: Practising the Partnership Growth Portfolio

- Partner Shortlist and Fit Scores — Applying Day 2 Screening to Real Candidates
- Priority Alliance Business Case — Using the Day 3 Revenue and Investment Model
- Deal Term Sheet Draft — Applying Day 5 Structures to One Partnership
- Scorecard and Steering Rhythm — Setting Day 8 and Day 9 Routines
- Partnership Growth Portfolio — Presenting Partners, Targets and Investments for Approval

Applying Strategic Partnerships and Alliance Development After the Course

- Run a partner fit scoring session on current and prospective partners and recommend which three receive joint business plans next quarter.
- Introduce an alliance scorecard for the largest existing partner and hold the first quarterly business review against it with both executive sponsors.

Strategic Partnerships and Alliance Development Questions FAQ

What is strategic partnerships and alliance development and why does it matter now?

Strategic partnerships and alliance development is the discipline of choosing, structuring and running partner relationships that add revenue and reach. It matters now because buyers want combined solutions and partner ecosystems carry a growing share of business-to-business sales.

Which roles gain most from a strategic partnerships and alliance development course?

Business development directors, partnership managers and commercial leaders gain most. A software vendor uses it to build co-selling with a cloud provider, and a logistics firm uses it to form an alliance with a customs broker for a joint trade service.

How does a strategic partnerships and alliance development course differ from a business development course?

A strategic partnerships and alliance development course centres on growth through other firms: screening, structuring and governing alliances and resellers. A business development course covers the wider search for growth, including direct prospecting, account expansion and new market entry.

What do you bring back from a strategic partnerships and alliance development course?

You bring back a portfolio of target partners with fit scores, a business case for the priority alliance, draft deal terms and a scorecard with a steering rhythm, ready for executive approval.

Strategic Partnerships and Alliance Development: The Way Forward

The partnership growth portfolio first informs which partners receive joint business plans and enablement investment. Business development, alliance and finance leaders use it to agree targets and resources with partner executives. After the first quarterly reviews, the balance between partner-sourced and partner-influenced revenue deserves a fresh look, since early results usually show which alliances truly open new accounts.