



Built to Win: The Art and Science of Selling Through Partnerships

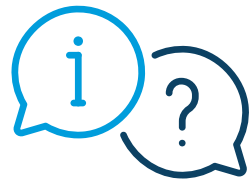


Before we get started...



We respect your time

We will not run more than 30 minutes.



Questions are encouraged

Use the “Question” link in the bottom of your screen. We will answer all your questions!



An interactive webinar

You will be able to participate in live polling. Click your answers on-screen.



A recorded version of this presentation

We are recording today's session and will send to everyone within the next few days.

Speakers



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CARROT

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eTrigue Expertise

eTrigue Lead Accelerator Programs deliver turnkey, Insights-driven direct and channel partner marketing campaigns at scale.

- Turnkey Marketing Campaigns
- Rapid Go-Live, 7–10 days to MQL
- Supporting 93 countries, 21 languages
- HQ: Silicon Valley

Clients:





Built to Win: The Art and Science of Selling Through Partnerships



Agenda

1

What separates **high-performing** partnerships from ones that stall

2

How to **evaluate** and **approach** potential partners before you ever get in the room

3

Which **partnership structures** work best — and when

Most partnerships don't fail because the fit wasn't there. They fail because both sides assumed the other would do the work.

The Core Problem

Most partnerships underdeliver — not because the opportunity wasn't there.



Wrong decisions at the start

Poor partner fit, unclear terms,
misaligned incentives



Skipped foundation steps

No joint GTM, no exec
sponsorship, no shared metrics



Lost mindshare

Partnership goes quiet after the
press release

The Practical Framework:

5 Keys to Partnerships That Perform

01



Evaluate Before You Engage

Research fit before the first call

02



Pick the Right Structure

Co-sell, referral, or reseller — match the motion

03



Build Trust Fast

Early wins, transparency, exec alignment

04



Maintain Mindshare

Stay top of mind without being annoying

05



Start Small or Bet Big?

Know when pilots delay vs. when they de-risk



What separates high-performing partnerships from ones that stall?

1

Shared upside

Both parties have real skin in the game — not just a referral fee

2

Pre-aligned success metrics

You define what 'working' looks like before you start

3

Exec sponsorship on both sides

Not just champion-level relationships

4

A real GTM motion

Joint pipeline, co-sell plays, or integrated product — not just logo swaps

Takeaways

- 1 **Evaluate** prior to Engaging, Build out Framework, Build Trust
- 2 Start Small when.....it's a **new relationship**, limited resources or **need quick validation** via a pilot
- 3 Bet Bigger when.....there is proven **revenue traction**, shared **strategic accounts**, strong **executive alignment** or technical/product integrations exist

Get a Complimentary Partner Marketing Roadmap:



Peer
Rankings



Personal guide to
scale partner
marketing



Tips on what to
prioritize
for the most
impact



**Your Personalized Partner
Marketing Roadmap**

Prepared exclusively for John Smith
May 1, 2026

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eTrigue.com/Roadmap



Thank you!

Let's meet: etrigue.com/demo | +1-800-858-8500



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