

THE SCALABLE PARTNER ENABLEMENT PLAYBOOK

with Merav Ammar

How to Build, Deliver & Optimize a High-Impact Partner Enablement Engine

Introduction

You've got a growing partner ecosystem — resellers, integrators, MSPs — and they all need training. But not just *any* training. They need targeted, scalable enablement that meets them where they are, when they need it. This playbook walks you through Merav Ammar's tactical framework for building just that.

How to Use This Worksheet

- **Work Step-by-Step:** Each section builds toward a scalable partner enablement system. Complete them in order.
- **Document as You Go:** Use the tables and templates to record decisions, map assets, and track feedback.
- **Customize by Partner Segment:** The framework works across VARs, SIs, MSPs, OEMs — adapt content flavoring per role.
- **Print It, Share It, Workshop It:** Use this worksheet in internal planning sessions or cross-functional meetings with field and channel teams.

Step 1: Bucket Your Partners by Role & Functionality

Objective:

Simplify complexity by classifying partners into four clear enablement tracks.

Instructions:

Use the table below to classify each partner org based on *what they do* — not just who they are.

| Partner Name | Function(s) | Primary Role(s) | Enablement Track |
|--------------|------------------------------------|--|---------------------------------------|
| | Sell / Deliver / Manage / Build | Sales / Technical / Post- Sales Support / Developer | e.g., Sales Track, Technical Track |

Outcome: You now have a clear partner persona map to align learning paths.

Step 2: Design Role-Based Learning Kits

Objective:

Develop modular kits tailored to partner role and functionality — not generic content.

Instructions:

For each role, outline the core enablement asset types below:

| Partner Function | Learning Asset | Format | Notes |
|------------------|----------------------|------------------|---|
| Sell | Pitch Deck + Win Kit | Slide deck + PDF | Include discovery questions, value props |
| Deliver | Implementation Lab | Guided Hands-on | Pre-configured, clickable demo environments |
| Manage | Runbook + Checklist | PDF / Embedded | Step-by-step for day-to-day ops |
| Build | API Docs + Dev Guide | Docs / Video | Version-controlled, use-case driven |

Tip: Use the 80/20 rule — 80% core content, 20% tailored flavoring for each segment.

Step 3: Package for Self-Service & Scale

Objectives

Make enablement assets easy to find, access, and consume — with zero hand-holding.

Instructions:

Audit your current delivery channels and apply the following checklist:

| Self Service Element | Status | Notes |
|---|--------------------------|--|
| Partner Portal with Searchable Learning Paths | <input type="checkbox"/> | Make this your "One Door" access point |
| Interactive Labs with Storyboards | <input type="checkbox"/> | Include step-by-step instructions + L1 messaging |
| On-Demand Webinars & Product Briefings | <input type="checkbox"/> | Add replay + email templates for partner reps |
| Win Kits for Field Teams | <input type="checkbox"/> | Include discovery questions + customer use cases |

Remember: You only get one shot. Make the experience seamless.

Step 4: Build Your Feedback & Iteration Loop

Objective:

Maintain a living partner program by continuously gathering, implementing, and acting on feedback.

Instructions:

- Recruit a *Paladin Program* — a champions group from your partner ecosystem.
- Host monthly roundtables to ask:
 - What's working?
 - What's confusing?
 - What's missing?
- Launch *beta tests* of new content with them first. Ask them to "break it."
- Embed quick NPS-style surveys at the end of every course.

Feedback Template:

| Partner Group | Feedback Theme | Action Taken | Follow-Up Date |
|---------------|----------------|--------------|----------------|
| | | | |

Step 5: Map the Partner Journey — and Expand

Objective:

Track each partner's progression and identify expansion opportunities.

Instructions:

For each partner, track their current lane — and suggest logical next steps.

| Partner | Current Track | Expansion Opportunity | Enablement Asset |
|---------|---------------|-----------------------|----------------------|
| | Sell | Add Deliver | Delivery Labs |
| | Manage | Add Build | Dev Kit + Intro Call |

Focus on pull vs. push. Help partners grow with you, not just learn from you.

Wrap-Up: Your Partner Enablement Checklist

- Defined partner personas by function
- Created modular role-based learning kits
- Delivered self-service win kits and labs
- Launched community roundtables + Paladin program
- Embedded feedback into every learning asset
- Mapped partner journey and unlocked expansion