

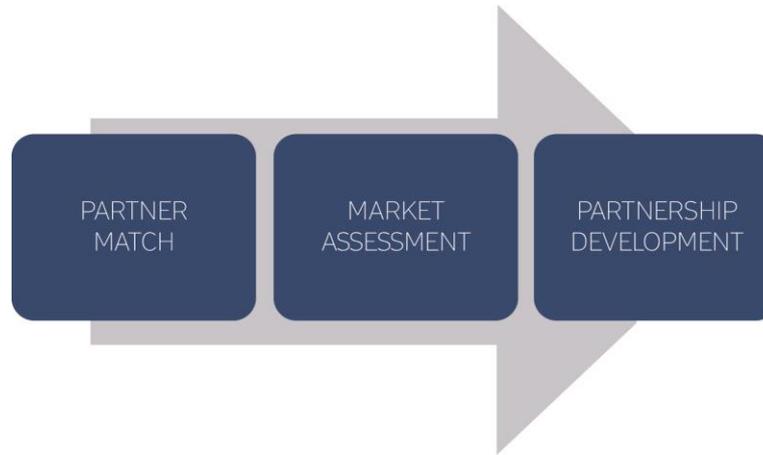


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PARTNER TOOLBOX

THE PROCESS: STEP 1 3



PARTNER MATCH	JOINT MARKET ASSESSMENT	PARTNER MANAGEMENT
<ul style="list-style-type: none">• Partner Roles• Partner Profile• Partner Evaluation & Selection	<ul style="list-style-type: none">• Product• Map• Customer Segmentation• Channels• Stakeholder Map• Key Purchasing Factors• Import & Price Point• Competitor Mapping• Market Position• Go-to-market Plan	<ul style="list-style-type: none">• Business Plan• Partner Monitoring & Assessment



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PARTNER MATCH

PARTNER ROLES



FUNCTION		Who? C = Company P = partner E = Sub-supplier
Sales phase	- Marketing	P & C
	- PR / media coverage / social media coverage	P
	- Business Development	
	- Identification of new customers	
	- Participation in exhibitions	
	-	
Delivery phase	- Assembly	
	- Keeping stock / logistics	
	- Advisory	
	- Installation	
	-	
Service phase	- Maintenance	
	- Supplying spare parts	
	- Customer education	
	- Call-center function	
	- Handling customer complaints	
	-	

PARTNER PROFILE



(1-3)

ORGANIZATION	WEIGHT
eg - Quality of management (professional management) - Quality of sales staff - Quality of after sales service - Company reputation - Complementary products in existing portfolio (fit) - Willingness to keep a stock of products - Market coverage - Should have a fair position in the market / with in relevant sector - Familiar with import / proper import handling - Not a manufacturer of similar products (risk of copying) - Service organization	
FINANCIAL BACKGROUND	WEIGHT
- Ability to finance market development / obtain funding - Sufficient financial strength to develop the market - Ability and willingness to invest in advertising - Sound financial status according to credit reports	
PRODUCT KNOWLEDGE	WEIGHT
eg. - Sector / industry knowledge - Product knowledge - Ability to provide product advisory - Ability to install products - Product portfolio / "fit" (no competing products in existing portfolio) - Technical skills	
MARKETING RESOURCES	WEIGHT
- Prior experience with target segment / potential customers - Ability to develop and sell branded product / high quality product (not price focused sales) - Geographical coverage - Marketing staff - Dedicated marketing & sales staff	

PARTNER EVALUATION & SELECTION



Partner Evaluation

	COMPANY 1	COMPANY 2	COMPANY 3	COMPANY 4	COMPANY 5
ORGANIZATION / GENERAL STANDING	12	40	23	24	30
FINANCIAL BACKGROUND	12	12	12	12	12
PRODUCT KNOWLEDGE	12	12	12	12	12
MARKETING RESOURCES	12	12	12	12	12
COMMITMENT	8	8	8	8	8
COMMUNICATION, COOPERATION & SOFT VALUES	4	4	4	4	4
TOTAL	60	88	71	72	78
RANK	5	1	4	3	2



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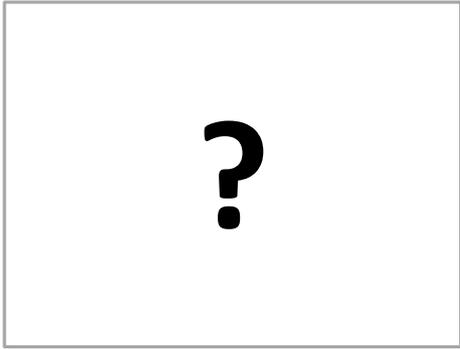
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JOINT MARKET ASSESSMENT

PRODUCT

WHICH PRODUCT



?

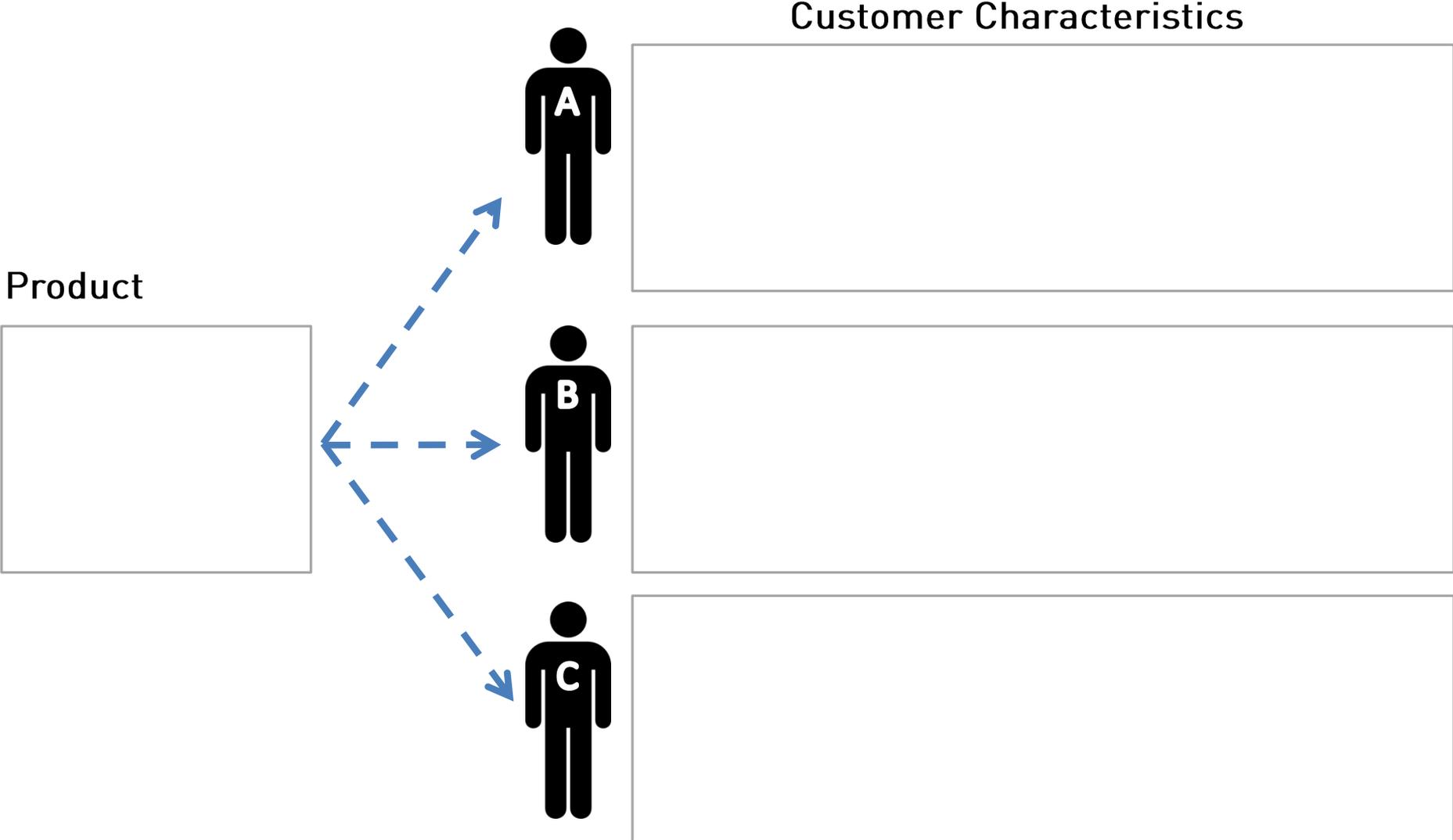
MAP



Select the target market



CUSTOMER SEGMENTATION



Product

Customer Characteristics



CHANNELS

SALES CHANNEL & DECISION MAKERS

Manufacturer



Manufacturer



Manufacturer



STAKEHOLDER MAP

	Know	Manage	Collaborate
Public			
Organisation			
Business			

POTENTIAL IMPACT



KEY PURCHASING FACTORS

Segment: _____

Factors	Ranking									
	1	2	3	4	5	6	7	8	9	10
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IMPORT & PRICE POINT

Transportation / Delivery Chain

Cost					

Mark Up / Price					

COMPETITOR MAPPING

Consumer Segment

Competitors / Substitutes

Value Proposition

Price Level

Competitor
Market Share



1:

2:

3:

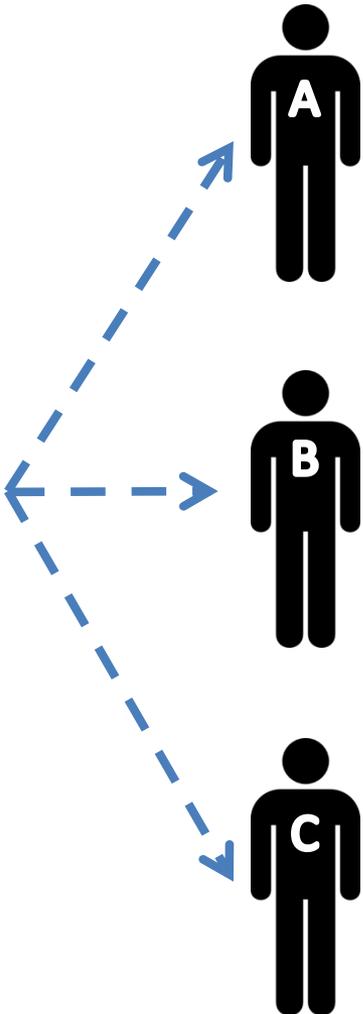
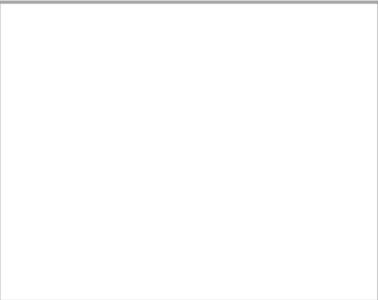
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5:



MARKET POSITION

Product



Unique Selling Points



GO TO MARKET PLAN

WHAT ARE YOU SELLING?

(Value Proposition /
Key Purchasing
Factors)

WHO ARE YOU SELLING TO?

(Segments)



HOW WILL YOU REACH YOUR TARGET MARKET?

(Channels)

WHERE WILL YOU PROMOTE YOUR PRODUCT?

(Marketing Strategy)



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PARTNERSHIP DEVELOPMENT

PARTNER MONITORING & ASSESSMENT

