

Wild Child Brewing

Partner Persona Template

Organizational Persona

1. Industry
 - Beverage, Brewing, Beverage Packaging, Brewery Equipment
2. Geography served
 - North America
3. Number of locations or sites
 - Preferably 5-10 or more
4. Stage of maturity
 - Targeting larger players in the space that are continuing to grow. We will be looking to tap into their large customer base to push our partner program
5. What are their 3-year goals focused on?
 - The ideal candidates will have 3 years goals focused on maintaining and growing their market share. We're looking for established organizations that already have brand awareness. Ideally, these potential partners are specifically looking to strengthen their North American presence.
6. What are their core values?
 - Teamwork - they put a strong emphasis on leveraging relationships and growing collaboratively
 - Honesty - without honesty it will make trusting a partner much more difficult
 - Accountability - we want partners who are willing to take responsibility for their actions, as well as someone who will continually hold Wild Child accountable
7. Company age
 - 20 years and up - Again, we are looking for companies that have deep ties throughout the industry with a large customer base
8. Annual revenue or sales volume
 - Brewery Equipment Manufacturers - \$20 million and up
 - Beer Distributors & Packaging Companies - \$1 billion and up
9. Products and/or services offered
 - Brewery equipment manufacturing and installation
 - Beer Brewing
 - Beer distribution
 - Beer packaging
10. Company Infrastructure
 - Franchise
11. Number of employees
 - 500 and up

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12. Ownership

- Private
- Public

13. How many partners do they have today?

- 30+

14. Who are their current partners?

- Craft breweries throughout North America
- Well established industry players

15. What types of partnerships do they engage in?

- Affiliate
- Referral
- Reseller
- Tech Integration

16. How many years have they had a partnering program?

- At least 3-5 years

17. What specific value will they see in your partnering opportunity?

- Our potential partners will see value in partnering with us because of our innovation and disruption we've already caused and will continue to cause throughout the industry. We feel companies will see a rapidly growing organization that leverages technology to achieve their goals. As a result, they will look to tap into our offerings and begin to leverage our capabilities for their organizations development.
- Partners will also see the opportunity to help their customers grow by bridging introductions to Wild Child, making their customers better, and generating additional growth opportunities for the partners organization

18. At what rate are they interested in and able to grow?

- They're able to scale at any rate that's achievable. They have a robust infrastructure that's handled fast expansion in the past.

19. Add any additional characteristics that you feel are important when choosing a partner.

- It's important that these companies have experience running their own partner program. At Wild Child, we've had experience with complex partnerships in the past. Specifically with our tech partners to integrate the food delivery functionality on our mobile app.
- We're looking for companies with an established brand and large number of customers, predominantly in North America that we can leverage.

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Partner Persona Template

Partnership Leader Persona

1. Age
 - 30+
2. Gender
 - Male/Female
3. Title
 - SVP/VP/Director of Partnerships
 - Head of Partnerships
 - Team Lead, Partnerships
 - SVP/VP/Director of Strategic Partnerships
 - Head of Strategic Partnerships
 - Channel Chief
 - SVP/VP/Director Channel Sales
 - Head of Channel Sales
4. Authority to make decisions
 - Ideally, the team leader has complete authority to make decisions for their group
5. Annual salary
 - \$120k +
6. Level of education
 - Bachelors, MBA, phd
7. Desired method of communication
 - Phone Calls, Email, Text Message, Slack, Zoom/In-Person meetings
8. Years in the industry
 - 10+
9. Years at the company
 - 3-5+ unless the individual has extensive experience in industry
10. Years leading a partnership team
 - 2-3+
11. What partnership programs are they leading?
 - Referral
 - Affiliate
 - Co-Sell
12. Their 3 major pain points
 - Channel isn't producing enough revenue
 - Their clients are looking for an innovative technology to provide their customers with

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13. Their likely year-end objectives
 - To be contributing 5-10% additional revenue to their companies total revenue
 - Establishing 10-20 mutually beneficial partner relationships
 - If the above objectives are obtained, adding additional headcount to their team
14. Their greatest fears
 - Not achieving the goals or KPI's set by the C-Suite
 - Lack of transparency when communicating
 - Unengaged partners after the deal is signed
15. Their new partner decision criteria
 - Alignment of vision, mission, and core values
 - Potential partners company growth over the last 5 years
 - Total Revenue
 - Partner program maturity
16. What's the size of their partnering team?
 - 5+
17. What conferences do they attend?
 - International Beer Strategies Conference
 - World Brewing Congress
 - Craft Brewers Conference & BrewExpo America
 - Partnership Leaders - Catalyst
18. What content do they consume?
 - White papers
 - Case Studies
 - Podcasts
 - Blogs
 - PARTNERNOMICS Coursework
19. Their first reaction when considering your partnering opportunity?
 - Excitement, they see the massive opportunity to participate in our program and are motivated to put in the constant effort necessary to have a mutually beneficial relationship.
20. Questions they will ask
 - What kind of resource availability do you have to put towards partnerships?
 - What are the revenue sharing opportunities?
 - Who are some of your other partners?
 - What does communication typically look like with your partnering team?
 - What kind of bandwidth does the Tapped Out mobile app have?



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21. How do they budget for new opportunities?
 - They have a set budget that is allocated for partner relationships. As conversations are happening and they understand the necessary resources, their partnering team leaders meet with sales leadership to define what their available budget is.
22. Who do they report to?
 - CRO or SVP/VP of sales
23. What are their greatest pet peeves?
 - Lack of transparent communication
 - Low trust from both parties
 - Partners that are in it for themselves only
24. What motivates them?
 - Solving customer pain points
 - Revenue generation
 - Creating unique solutions and strategies that deliver results
25. Add any additional characteristics you feel are important in a Partnership Leader.
 - We're looking for partnering leaders who are focused on mutually beneficial relationships and are motivated to lean on partnerships to drive results.
 - Someone who understand the importance of constant communication, establishing processes, setting goals, and dedicating the proper resources.