



## **PARTNER SEARCH – an EQSOR service**

Using **EQSOR's** Partner Search Service is a logical next step following the Product/Service Supplier's decision to start implementing Export Activities into a given Country or Market-Place by means of an Indirect Strategy.

The main principles:

- wide initial selection
- narrowing down – shortlisting
- use of proprietary evaluation methods
- assistance in following up the selection by facilitating contract negotiations and market entry preparation

The Partner Search Service is typically used in selecting Distribution Channel Partners – it has however found frequent use in finding other types of Partner targets, such as joint venture partners, acquisition targets, buyers (on corporate or product/service levels), etc.



### **Objectives:**

- Map a number of qualified available Partner Candidates and filter these into a subset with potential to achieve earnings – for themselves as well as for the Product/Service Supplier
- Participate in, and recommend, the final Channel Partner selection
- Optimise the use and involvement of Supplier Staff in the selection process



## **Contents:**

In addition to furnishing the *Client* with a qualified Partner Selection *Decision Base*, **EQSOR** will also participate in the *Selection Process*:

**a) Presentation of a “Long List” of Partner Candidates**

- using personal and in-channel contacts, Data Bases and the Internet as sources
- with “Substantiating the Earnings Potential” as the major criterion for inclusion
- with public-domain presentation data plus EQSOR’s inclusion considerations
- typically 10-15 entrants per market-place

**b) Creation of a “Short List”**

- selected from the “Long List” after joint considerations EQSOR/Supplier
- after qualification of interest = readiness to meet with EQSOR/Supplier
- typically 3-4 Candidates per market-place

**c) Conducting – jointly with Supplier staff – meetings with short-listed Candidates**

**d) Use of our own **Partner Evaluation Method** to make the final Partner selection and recommendation and also to suggest possible [Channel] Structure Adaptations**

**e) Facilitate the Negotiation Process** with the Candidate(s) selected, through

- acting as a communication intermediary
- providing or relaying legal and contractual advice as required
- assisting in developing joint Business and/or Marketing Plans as required.



***is a team of experienced consultants – and implementers – specialised in developing international markets for IT suppliers.***

***We construct profitable Channels for our Clients, offering services like market research, target-market validation, cost/revenue analyses, channel strategies and implementation. Our more than 15 years of experience in assisting IT-companies going international allows our Customers to approach new markets in a cost-efficient and resource-lean manner.***

Providing services from Research to initial Start-up of Operations, our Group covers the core of commercially advanced European countries – Benelux, Germany, France, UK and the Nordic region – with Associates overseas.