



# IDEAL PARTNER (IPP) PLAYBOOK

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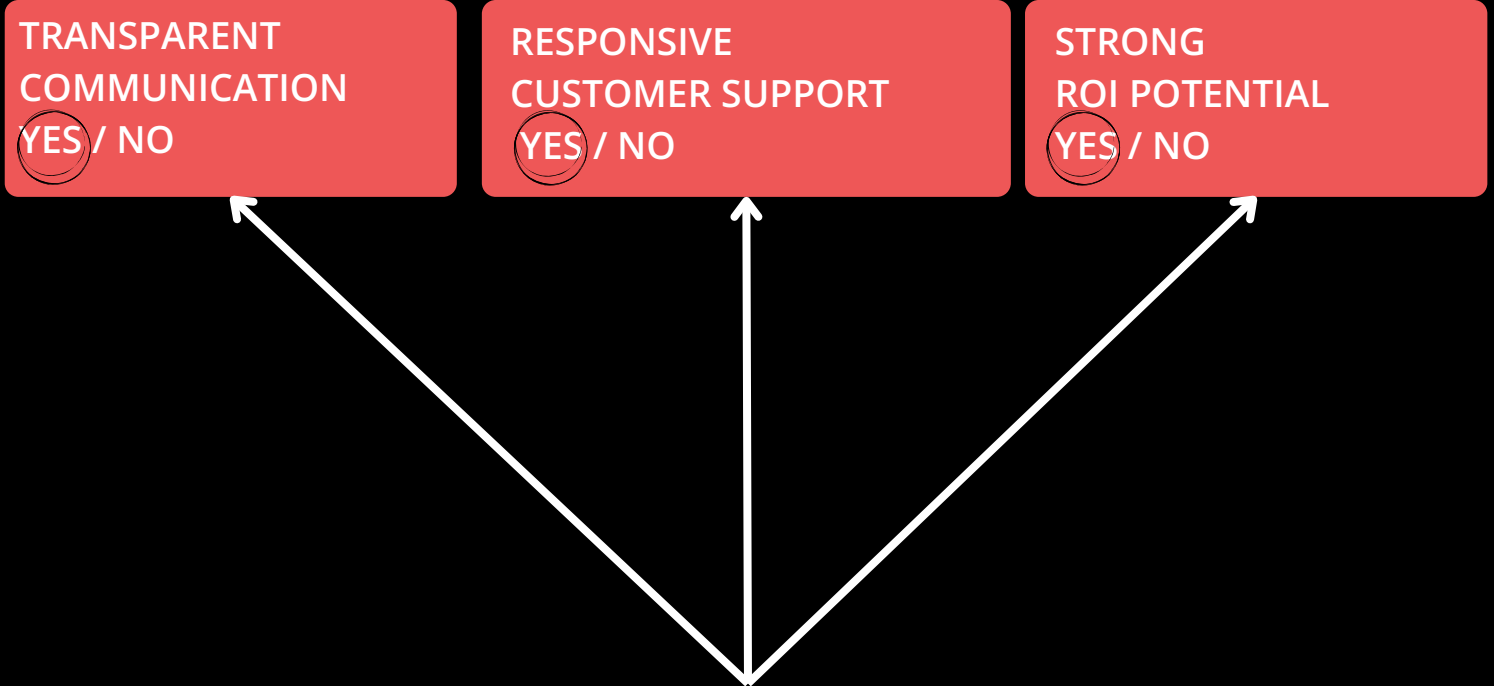


# IDEAL PARTNER PROFILE (IPP)

## TEMPLATE

### COMPANY ATTRIBUTES

- STRATEGIC ALIGNMENT  Do their values align with yours?
- MARKET POSITION  Are they a leader, challenger, or niche player?
- REPUTATION  Are they recognized in the industry?
- CAPABILITIES  Do they offer full services or specializations?
- STABILITY  Are they financially stable?
- INNOVATION  Do they invest in R&D to stay ahead?





# IDEAL PARTNER PROFILE (IPP)

## TEMPLATE

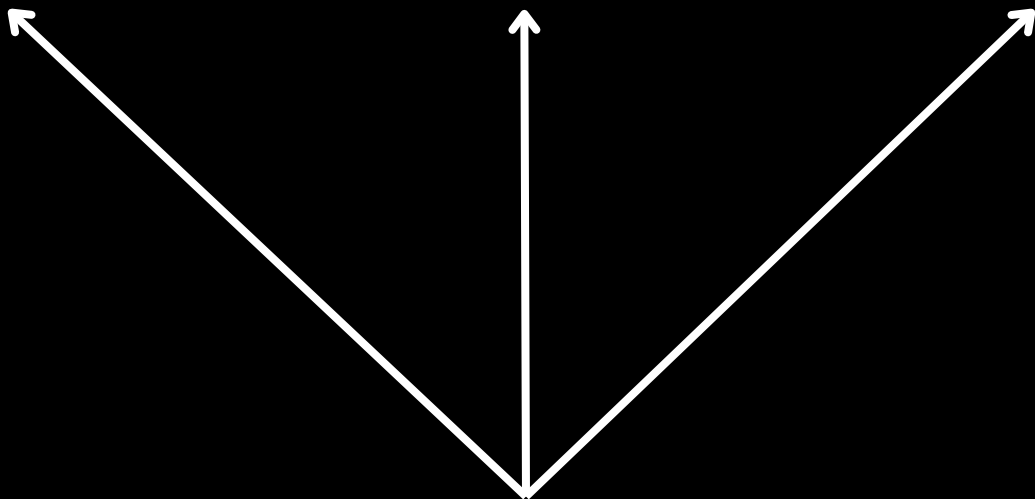
### COMPANY ATTRIBUTES

STRATEGIC ALIGNMENT	<input type="checkbox"/>	_____
MARKET POSITION	<input type="checkbox"/>	_____
REPUTATION	<input type="checkbox"/>	_____
CAPABILITIES	<input type="checkbox"/>	_____
STABILITY	<input type="checkbox"/>	_____
INNOVATION	<input type="checkbox"/>	_____

\_\_\_\_\_  
YES / NO

\_\_\_\_\_  
YES / NO

\_\_\_\_\_  
YES / NO



What are your top three concerns?



# IDEAL PARTNER PROFILE (IPP)

## SCORECARD

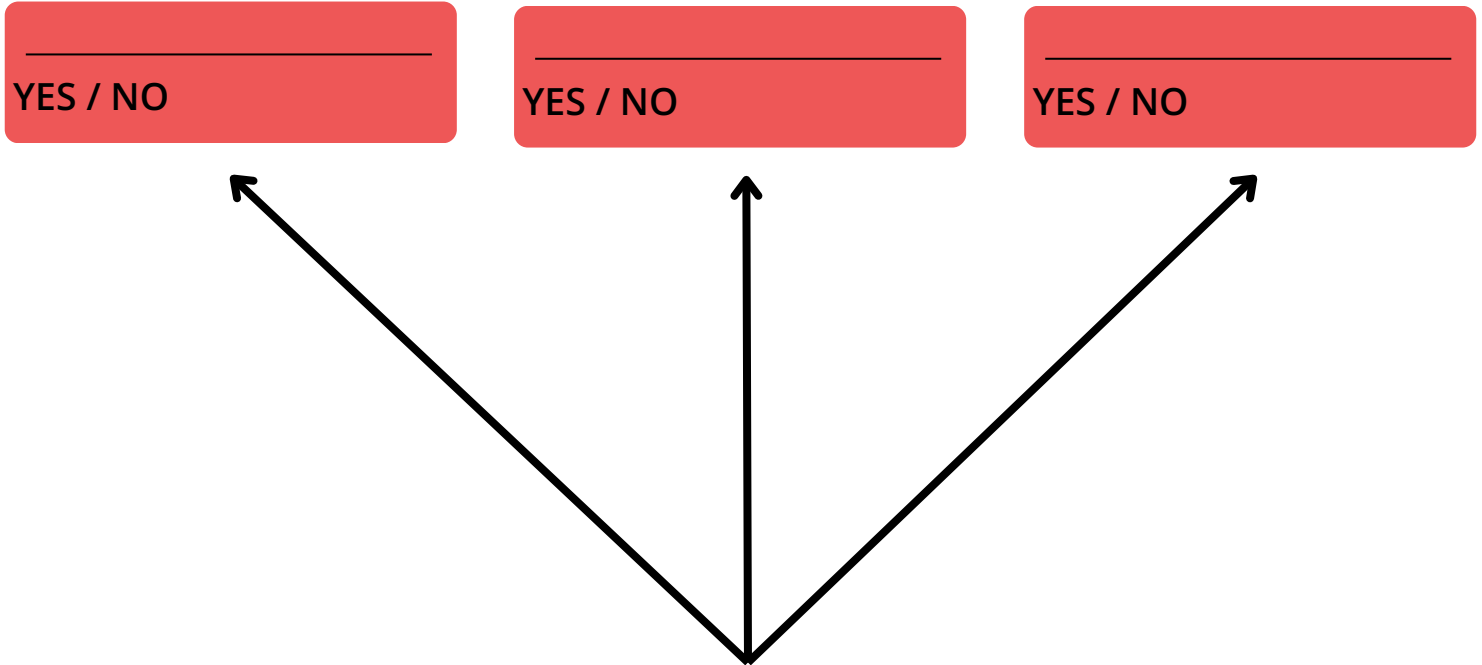
BASELINE			
QUALIFYING ATTRIBUTE	TARGET	QUALIFIED?	SCORE (=50)
STRATEGIC ALIGNMENT			8
MARKET POSITION			10
REPUTATION			8
CAPABILITIES			8
STABILITY			8
INNOVATION			8

<b>PARTNER SCORING</b>	
<b>QUAL. RANGE = 30 - 50</b>	<b>HIGH VALUE PARTNER</b>
<b>QUAL. RANGE = 17 - 30</b>	<b>VIABLE</b>
<b>QUAL. RANGE = 0-16</b>	<b>HIGH RISK PARTNER</b>



# COMPANY ATTRIBUTES

STRATEGIC ALIGNMENT	<input type="checkbox"/>	_____
MARKET POSITION	<input type="checkbox"/>	_____
REPUTATION	<input type="checkbox"/>	_____
CAPABILITIES	<input type="checkbox"/>	_____
STABILITY	<input type="checkbox"/>	_____
INNOVATION	<input type="checkbox"/>	_____



What are your top three concerns?



# THE IPP PLAYBOOK

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QUALIFYING ATTRIBUTE	TARGET	QUALIFIED?	SCORE (=50)
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