

Vendor-Partner Value Exchange Design

Solution Overview

New customer consumption models and AI-enabled value exchanges are re-writing partner economics. Incentive structures must evolve and supporting deal-registration mechanics, comp accelerators, and co-selling rules must all evolve together — or partners quietly deprioritize. nVision helps IT vendors architect relevant and impactful incentives that reward actual contribution and value realization to drive partner investment ahead of the outcome. We work on both sides of the partner equation, so the design holds up for your sellers and for your partners' P&L.

Duration: 4 to 6 weeks for design, sequenced to your fiscal-year planning and comp cycle

Key Deliverables

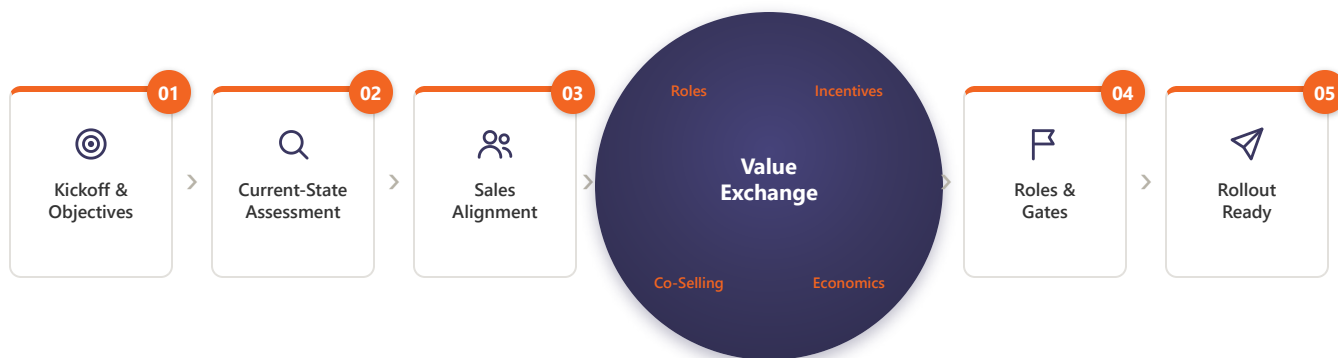
Assessment & Alignment

- » Kickoff workshop to align on value exchange objectives and partner-contribution expectations
- » Assessment of current sales methodology, deal-registration mechanics, incentive design, and co-selling rules
- » Collaboration with vendor sales leadership to secure alignment and buy-in

Value Exchange Design

- » Definition of vendor and partner roles, responsibilities, and gates across the customer lifecycle — including renewals and expansions
- » Recommendations on incentive alignment, comp accelerators, and MDF mechanics that reward the outcomes you want partners to drive
- » Finalization of Vendor-Partner Value Exchange Design document, ready for sales leadership rollout

nVision Vendor-Partner Value Exchange Framework



AI-enabled value exchanges are rewriting partner economics. Incentives must keep pace.

From assessment to rollout, nVision helps vendor executives design incentives that reward actual contribution and value realization — and drive partner investment ahead of the outcome.