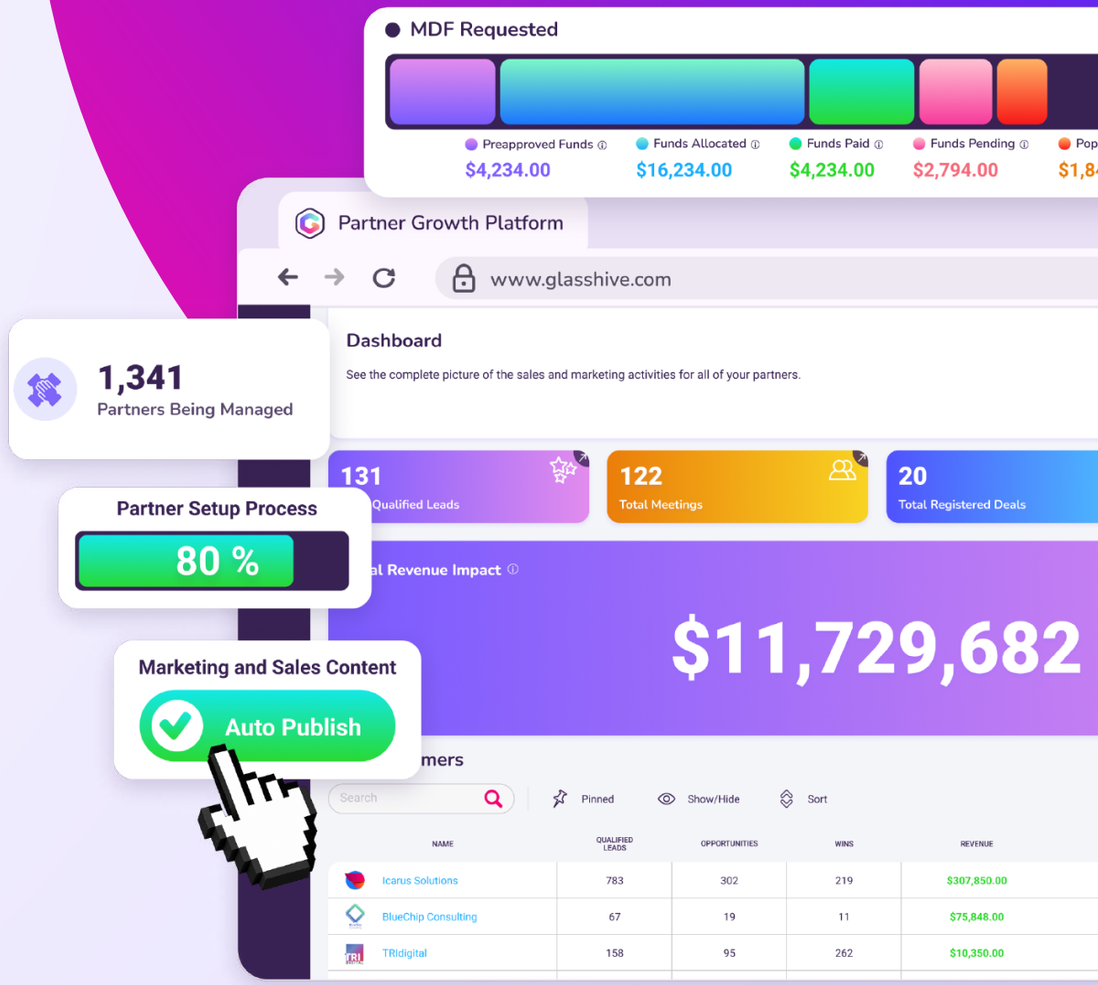
GlassHive

The Scalable Partner Program Playbook

Five practical ways to help your team support more partners, launch more campaigns, and keep things moving without adding more work or more people.



www.glasshive.com

You Know What's Slowing Your Team Down. Now Let's Fix It.

Your **Partner Program Stress Test** helped identify where your team is spending too much time on manual work.
Now it's time to do something about it.

This playbook walks you through five practical ways to make your partner program easier to manage, whether you're launching campaigns, approving MDF, onboarding partners, or keeping track of program activity.

Each section shows you what to improve and how to get started.

Start with the challenge that came up in your Stress Test results, or explore all five to see how they work together.

EXPLORE THE FIVE BUILDING BLOCKS

01 Standardize Repetitive Work

02 Automate the Busywork

03 Help Partners Take Action

04 Make Progress Easy to See

05 Handle Problems Without Slowing Down

BUILDING BLOCK 1: STANDARDIZE REPETITIVE WORK

Make Every Launch Easier Than the Last

THE PROBLEM

Every new campaign adds another round of planning, task assignment, asset gathering, and partner reminders.

When your team has to rebuild that process every time, launching more campaigns means more work.

THE SOLUTION

Create a campaign launch process your team can reuse. You can still customize each campaign without having to reinvent how it gets launched.



HERE'S WHAT TO PUT IN PLACE:

A clear starting point: Know when a campaign is ready to move forward.

A launch checklist: Make sure the campaign goal, assets, and partner list are ready.

Clear responsibilities: Everyone knows what they're responsible for and when to act.

A consistent process: Give partners the same clear instructions for getting started.

A way to handle delays: Know who steps in when something gets stuck.

PUT IT INTO PRACTICE

Build a Campaign Launch Checklist You Can Reuse

Instead of creating a new launch plan every time, start with one checklist your team can follow for every campaign.

Your campaign launch checklist:

01 **Get everything ready**. Confirm the campaign goal, audience, partner list, and marketing assets.

02 **Assign responsibilities**. Make it clear who's preparing the campaign, who's communicating with partners, and who's tracking progress.

03 **Give partners what they need**. Share the campaign materials, instructions, and launch date in one place.

04 **Track who's moving forward**. See which partners have launched, which haven't, and who needs help.

05 **Follow up and improve**. Address delays, review what worked, and update your checklist for the next campaign.

Try this:
Take your most recent campaign launch and write down every step your team had to complete. Use that list as the starting point for your next launch.

The payoff:
Your team spends less time organizing each campaign, partners know what to do, and launching the next campaign becomes easier than the last.

BUILDING BLOCK 2: AUTOMATE THE BUSY WORK

Stop Chasing MDF Requests and Updates

THE PROBLEM

Partners submit MDF requests with missing details. Your team spends time tracking down information, forwarding requests, checking approval status, and reminding people to respond.

As more partners submit requests, the workload grows, and approvals take longer.

THE SOLUTION

Make MDF requests easier to submit, review, and approve. Use automation to handle routine steps, so your team can focus on requests that actually need their attention.



HERE'S WHAT TO PUT IN PLACE:

Clear submission requirements: Partners know exactly what information they need to provide.

Consistent checks: Incomplete requests are identified before they reach an approver.

Automatic routing and reminders: Requests move to the right people without constant manual follow-up.

Visible approval status: Partners and program managers can see where requests stand.

Clear responsibilities: Unusual requests go to someone who can make a decision.

PUT IT INTO PRACTICE

Make MDF Approvals Easier to Manage

A good approval process shouldn't require your team to chase every request from start to finish.

Here's a simple process to follow:

01 **Collect the right information.** Give partners a standard request form with clear requirements.

02 **Check for missing details.** If something is missing, return the request to the partner before it moves forward.

03 **Send it to the right approver.** Route complete requests to the person responsible for reviewing them.

04 **Keep everyone informed.** Make the request status visible and notify partners when a decision is made.

05 **Handle special cases separately.** Send requests that fall outside normal program rules to someone authorized to make a decision

Try this:
Look at your last five MDF requests. How many required someone to follow up for missing information or ask for a status update?

Those are the first steps worth simplifying or automating.

The payoff:
Fewer emails, less approval chasing, and faster answers for partners. Your team spends more time reviewing requests and less time managing the process around them.

BUILDING BLOCK 3: HELP PARTNERS TAKE ACTION

Get New Partners to Their First Campaign

THE PROBLEM

Signing up a new partner is only the beginning.

Partners still need to understand the program, find the right resources, and figure out what to do next.

When your team has to explain the same things and send the same reminders to every new partner, onboarding becomes harder to manage as your program grows.

THE SOLUTION

Give every new partner a clear path from joining your program to taking their first meaningful action, such as launching a campaign.

Make it easy for them to get started on their own, while providing extra help when they need it.



HERE'S WHAT TO PUT IN PLACE:

A clear first goal: Give partners something specific to work toward.

Step-by-step guidance: Show partners what they need to do and in what order.

Ready-to-use resources: Provide the campaigns, materials, and instructions they need.

Helpful reminders: Keep partners moving without requiring your team to follow up manually.

Progress tracking: See who's getting started and who's having trouble.

PUT IT INTO PRACTICE

Give New Partners a Clear First 30 Days

Instead of giving new partners a collection of resources and hoping they figure things out, guide them through a few simple milestones.

Here's an example of a 30-day onboarding plan:



Week 1: Choose a Campaign.
Help partners select a campaign that fits their business and customers. Make sure they understand what's involved.



Week 2: Prepare and Launch.
Provide the marketing assets, instructions, and support they need to launch their first campaign.



Weeks 3–4: Check Progress and Offer Support.
See which partners have launched, follow up with those who haven't, and help them overcome anything holding them back.

Try this:
Review your current onboarding process. Can a new partner easily answer these three questions?

- What should I do first?
- Where do I find what I need?
- Who can help me if I get stuck?

The payoff:
Partners have a clear path to getting started, and your team spends less time repeating instructions and chasing progress.

More importantly, onboarding becomes about getting partners to take action, not just getting them into the program.

BUILDING BLOCK 4: MAKE PROGRESS EASY TO SEE

Stop Piecing Together Information

THE PROBLEM

Leadership wants to know how the partner program is performing.

Which campaigns launched? Which partners are participating? What's delayed? Where does the team need to step in?

But when that information lives across emails, spreadsheets, and individual notes, answering those questions takes more work than it should.

THE SOLUTION

Keep track of program activity as it happens, instead of scrambling to gather updates when someone asks.

Give your team one clear view of what's moving forward and what needs attention.



FOCUS ON FOUR QUESTIONS:

What's been completed? Campaigns launched, partners onboarded, and requests approved.

What's still in progress? Activities that haven't been completed yet.

What's getting stuck? Delays, missing information, and partners who need help.

Who's responsible for the next step? Make it clear who needs to take action.

PUT IT INTO PRACTICE

Create a Weekly Partner Program Snapshot

You shouldn't have to rebuild your program report every time someone wants an update.

Start with a simple weekly view that gives your team the information it needs to make decisions.

Your weekly snapshot should include:

What to Track	What It Tells You
Campaigns launched	How much campaign activity is moving forward
Partners participating	Who's actively taking part in your program
Outstanding MDF requests	Which requests are still waiting for a decision
Partners needing support	Who may need help getting started or moving forward
Next steps and owners	What needs to happen next and who's responsible

PUT IT INTO PRACTICE

Make It Part of Your Weekly Routine

01 Review what's been completed since the last update.

02 Identify what's delayed or needs attention.

03 Assign the next steps and make sure someone owns them.

04 Look for recurring problems your team could prevent.

Try this:
Think about the last time leadership asked for a program update.

What information took the longest to find? That's the information you should start tracking more consistently.

The payoff:
Your team spends less time gathering updates and more time acting on them.

Leadership gets a clearer picture of program performance, and problems become easier to spot before they turn into bigger delays.

BUILDING BLOCK 5: HANDLE PROBLEMS WITHOUT SLOWING DOWN

Keep One Problem From Holding Up Everything Else

THE PROBLEM

Not every partner request fits neatly into your normal process.

A partner might need special approval, request an exception to program rules, or run into an issue that requires an experienced team member to step in.

When every unusual request becomes an urgent scramble, your team gets pulled away from other priorities.

THE SOLUTION

Create a clear way to handle requests that fall outside your normal process.

Routine requests should keep moving, while more complicated situations get the attention they need.



HERE'S WHAT TO PUT IN PLACE:

Clear guidelines: Know what can follow the normal process and what requires special attention.

The right information: Understand the request, why it matters, and how urgent it is.

A decision-maker: Know who has the authority to resolve the issue.

A response expectation: Set a reasonable timeframe for reviewing the request.

A record of the outcome: Keep track of the decision so the same issue is easier to handle next time.

PUT IT INTO PRACTICE

Give Unusual Requests a Clear Path to Resolution

Not every problem needs to become everyone's problem.

Use a simple decision process to determine what needs special attention and what can follow your usual workflow.

Here's a simple process to follow:

01 **Check whether it's really an exception.** Can the request be handled through your normal process?

02 **Understand what's needed.** What is the partner asking for, why does it matter, and when do they need an answer?

03 **Find the right decision-maker.** Send the request to someone who has the authority to resolve it.

04 **Communicate the decision.** Let the partner know the outcome and what happens next.

05 **Look for patterns.** If the same issue keeps coming up, consider changing your standard process.

For example:

A partner needs access to a campaign asset? That should follow your normal support process.

A partner wants MDF funding outside the approved program rules? That needs someone authorized to review the exception.

These requests shouldn't take the same path.

Try this:
Look at the last few urgent partner requests your team handled.

Which ones genuinely required a special decision, and which could have been resolved through a clearer process?

The payoff:
Partners get the help they need without pulling senior team members into every minor issue.

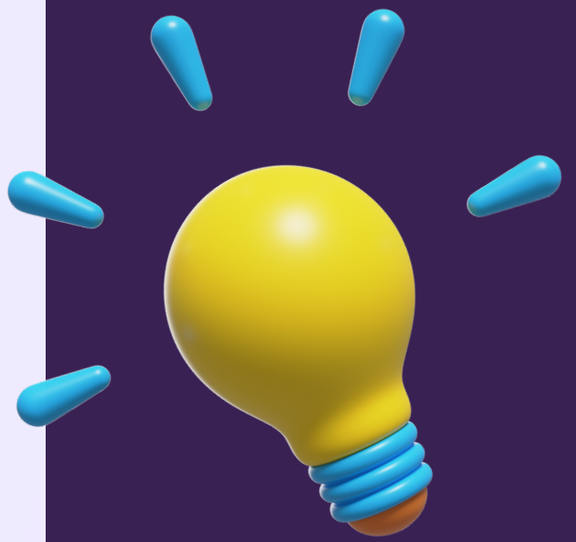
Your team can focus on the situations that truly require attention while routine work keeps moving.

Five Building Blocks.
One Easier-to-Manage Partner Program.

Each building block solves a different problem. But the real value comes from using them together.

Think about what happens when a new partner joins your program and wants to launch a campaign.

01	**Standardize Repetitive Work**	Your team already has a campaign launch process, so there's no need to start from scratch.
02	**Automate the Busywork**	Routine tasks, reminders, and MDF approval updates can move forward without someone manually chasing every step.
03	**Help Partners Take Action**	Partners receive clear instructions, ready-to-use resources, and guidance to launch their campaign.
04	**Make Progress Easy to See**	Your team can see whether the partner has launched, what's still pending, and where help is needed.
05	**Handle Problems Without Slowing Down**	If the partner needs special approval or runs into an unusual problem, the request goes to the right person without disrupting the rest of the program.



THE BIGGER PICTURE

When these five building blocks work together, your team can support more partners and run more campaigns without the same increase in manual work.

That means more time for partner relationships, improving your programs, and helping partners generate business.

WHERE GLASSHIVE FITS

Do More With the Team You Already Have

Putting these ideas into practice is easier when your team and your partners have the right tools.

GlassHive brings partner management, marketing campaigns, automation, MDF management, and program visibility together in one platform built for the IT channel.

Here's how GlassHive helps:

- **Simplify campaign launches**
- **Reduce repetitive work**
- **Help partners get started**
- **Keep MDF organized**
- **See what's happening**



And you're not doing it alone.

GlassHive's Customer Success and enablement teams can help you get your program running, support partner adoption, and find ways to improve execution over time.

The goal is to help more partners take action, launch campaigns, and generate revenue without adding unnecessary work for your team.

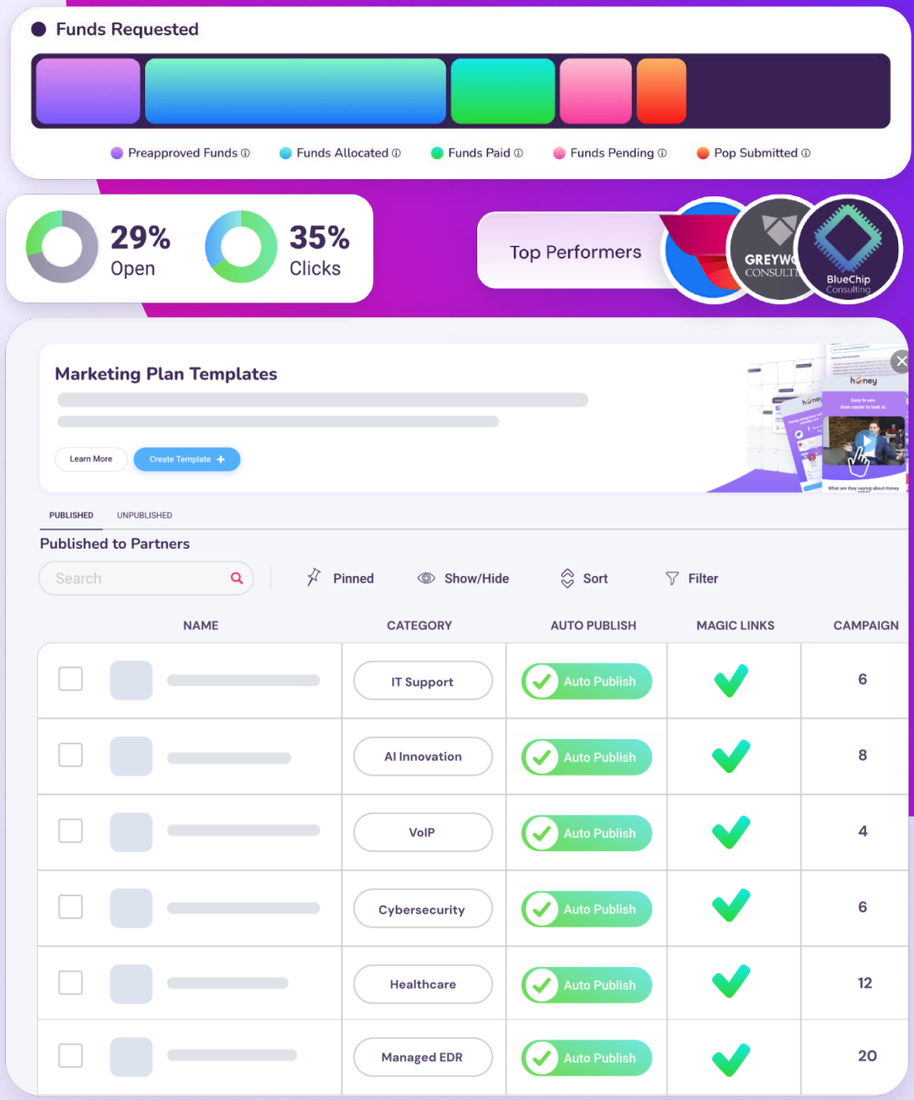
Make One Part of Your Partner Program Easier in 30 Days

You don't have to overhaul your entire partner program to start seeing improvements.

Pick one process that's taking too much of your team's time. Then test a small change to make it easier.

The 30-Day Partner Efficiency Pilot Planner helps you turn what you've learned into a simple, measurable plan.

Build Your 30-Day Pilot



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Start small. Measure what changes. **Build on what works.**