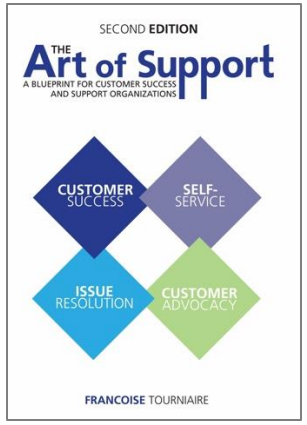
Creating Partner Journeys

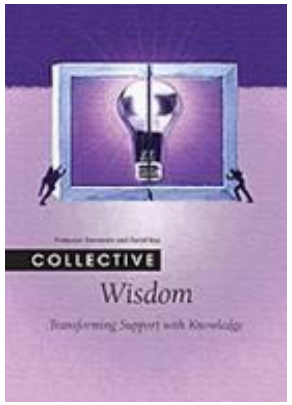
© FT Works 2025

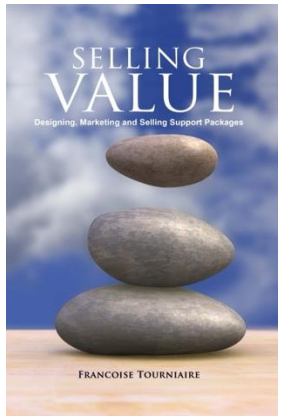
FT Works
smarter support℠

About Francoise Tourniaire

- Author of *The Art of Support*
- Founded FT Works in 1998
- Helps technology companies improve their support and customer success operations







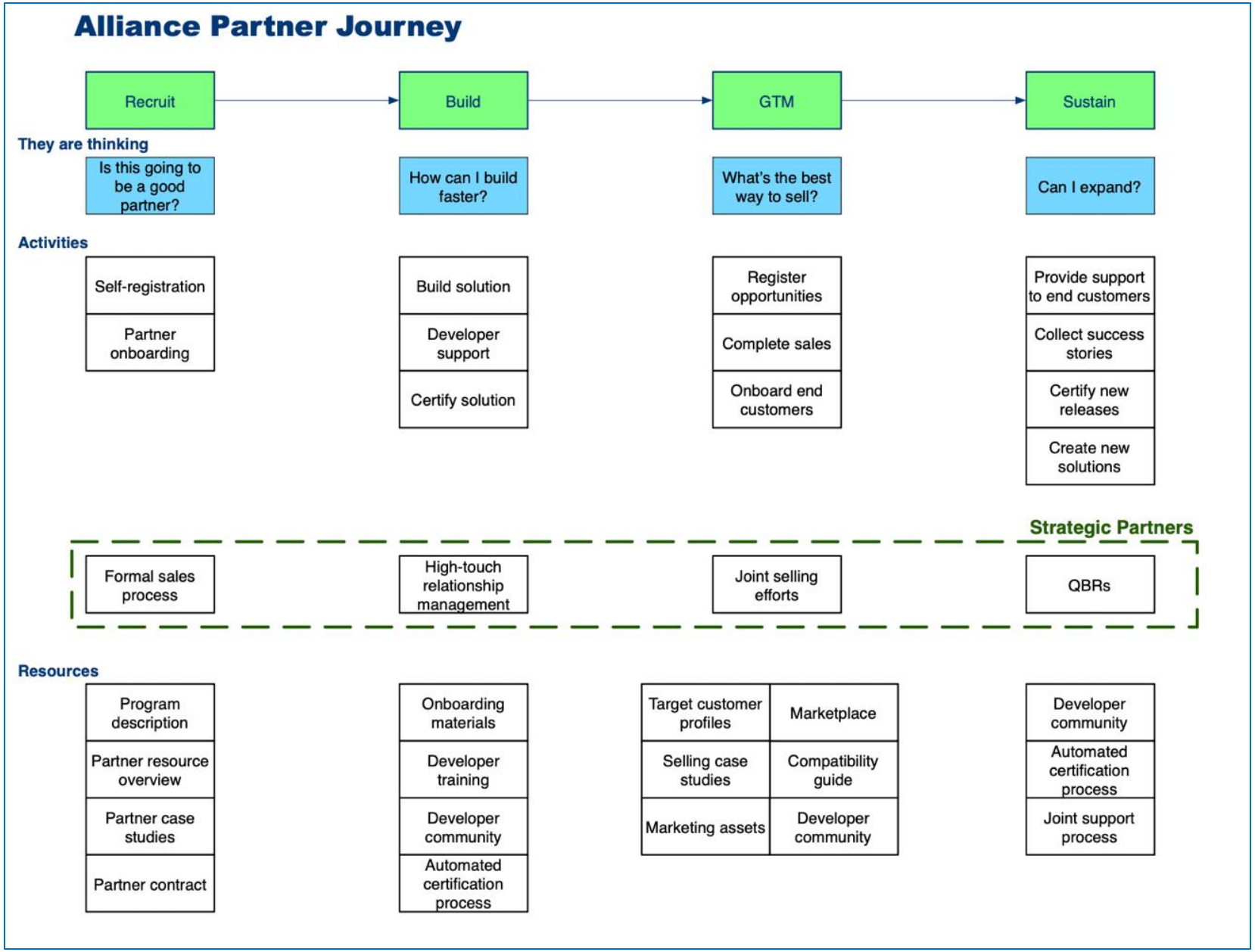
FTWorks
smarter support SM

Why

- Improve partners' experience
- Amplify the impact of the Alliance Partner team
- Align all the organizations that work with partners

FTWorks
smarter support℠

What



FTWorks smarter support℠

Who

All organizations that work with partners

- Alliance Partner management
- Sales
- Support
- Legal
- Others as needed

FTWorks smarter support℠

How

1. Education & goal setting
2. Define personas
3. Define journey phases
4. Identify critical activities

FTWorks
smarter support℠

1. Education & Goal Setting

Align on

- Deliverables
- Project rationale
- Milestones and timeline
- Roles and responsibilities

- Show realistic examples
- Reuse existing work if possible

Don’t skip this phase!

FTWorks smarter support℠

2. Define Personas

- Name
- Face
- Title
- Responsibilities
- Goals

- Provide drafts to improve/destroy
- Focus on a few essential players
- Consider the *entire* lifecycle

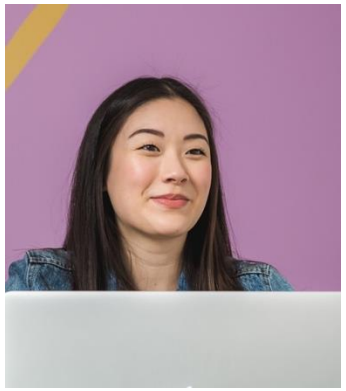
Move on once you have a reasonable set

FTWorks smarter support℠

Sample Set of Personas

Bob
Business Mgr.

Mia
Marketing Mgr.



Dee
Development Mgr.

Sunil
Support Mgr.

FTWorks
smarter support℠

3. Define Journey Phases

- Major steps in the journey
- Identical for all personas (may not be active for all)
- Entrance and exit criteria
- Meaningful for partners

- Cover the entire lifecycle
- Prefer short names
- Can refine later

FTWorks smarter support℠

Move on once you have a reasonable set

4. Create the Journeys

- One per persona
- Identify activities and resources
- Create an ideal journey
- Bonus: identify pain points

- Start with an important persona with a rich journey
- Propose drafts
- Solidify phases after the first journey

Iterating is normal

FTWorks smarter support℠

Sample Journey

Bob Business Manager

	Recruit	Build	GTM	Sustain
They are thinking	Is this going to be a good partner?	Not my job	What's the best way to sell?	Can I expand?
Activities	Self-registration Partner onboarding		Register opportunities Complete sales Onboard end customers	Collect success stories Create new solutions
Strategic Partners	Formal sales process	High-touch relationship management	Joint selling efforts	QBRs
Resources	Program description Partner resource overview Partner case studies Partner contract		Target customer profiles Selling case studies Marketing assets Marketplace Compatibility guide	

FTWorks smarter support℠

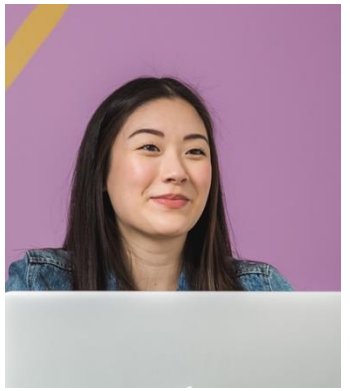
Sample Journey

Mia Marketing

	Recruit	Build	GTM	Sustain
They are thinking	Is this going to be a good partner?	Not my job	What's the best way to sell?	Can I expand?
Activities	Self-registration Partner onboarding	Build solution Developer support Certify solution	Register opportunities	Collect success stories Create new solutions
Strategic Partners	Formal sales process	High-touch relationship management	Joint selling efforts	QBRs
Resources	Program description Partner resource overview Partner case studies Partner contract	Onboarding materials Developer training Developer community Automated certification process	Target customer profiles Marketplace Selling case studies Compatibility guide Marketing assets	Developer community Automated certification process Joint support process

FTWorks smarter support℠

Sample Journey



Dee Development Manager

	Recruit	Build	GTM	Sustain
They are thinking	Is this going to be a good partner?	How can I build faster?	Not my job	Can I expand?
Activities	Partner onboarding	Build solution Developer support Certify solution		Certify new releases Create new solutions
Strategic Partners	Formal sales process	High-touch relationship management		QBRs
Resources	Program description Partner resource overview Partner case studies	Onboarding materials Developer training Developer community Automated certification process	Compatibility guide Developer community	Developer community Automated certification process

FTWorks smarter support℠

- Focus on individual roles, not levels of partners
- Iterate
- It gets easier with practice
- Review annually

FTWorks
smarter support℠

FTWorks
smarter support℠

Thank you

Francoise Tourniaire

FT@ftworks.com

www.ftworks.com

+1 650 559 9826