

North American Channel Readiness Diagnostic

A practical assessment for cybersecurity, cloud, networking, identity, infrastructure and SaaS companies

Purpose Determine whether an indirect channel fits the business now, and identify what must be resolved before recruiting partners. Score each area 0, 1 or 2 using the definitions below.

0 Not ready	1 Partly ready	2 Ready
Evidence or ownership is missing	Some evidence exists but execution is inconsistent	Validated, documented and owned

Readiness assessment

	Area	Evidence of readiness	Score
1	Business fit	Leadership can explain why partners improve reach, credibility, delivery or customer economics compared with direct sales alone.	0 1 2
2	Ideal customer and use case	The company has a defined buyer, urgent problem, repeatable use case and evidence that customers will purchase the solution.	0 1 2
3	Ideal partner profile	The required partner type, customer access, technical skills, service capability and geographic coverage are documented.	0 1 2
4	Partner value proposition	A partner can see how the offer creates revenue, services opportunity, customer retention or strategic differentiation.	0 1 2
5	Commercial model	Pricing, discounting, deal registration, renewals and channel conflict rules support predictable and defensible partner margin.	0 1 2
6	Partner delivery	Partners can demonstrate, quote, deploy, support and renew the solution without excessive vendor intervention.	0 1 2
7	Enablement and demand	Sales and technical training, onboarding, sales tools, campaigns and qualified pipeline support are ready for initial partners.	0 1 2
8	Internal commitment	An executive sponsor, channel owner, budget, operating cadence and measurable 90-day objectives are assigned.	0 1 2
0 to 6 Build the foundation before recruiting		7 to 11 Validate gaps with a small pilot	12 to 16 Prepare for focused partner activation

Recommended next step A Channel Readiness Review tests the score through leadership interviews and available market evidence, then delivers priority gaps, the ideal partner profile, recommended commercial model and a practical 90-day action plan.

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