

Partner satisfaction survey

Please answer for your organization as a whole. Candid answers help us more than kind ones.

Organization (optional)

Date

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

1 What kind of partner is your organization?

- ☐ Reseller or distributor
- ☐ Referral or agency
- ☐ Technology or alliance
- ☐ Vendor or supplier
- ☐ Nonprofit or community

STATEMENT	STRONGLY DISAGREE					STRONGLY AGREE				
2 The partnership pays back what we put into it.	1	2	3	4	5					
3 Our financial terms with this company are fair.	1	2	3	4	5					
4 We hear news that affects us in time to act on it.	1	2	3	4	5					
5 We can quickly reach someone who can fix a problem.	1	2	3	4	5					
6 Problems between us are solved together.	1	2	3	4	5					
7 This company does what it says it will do.	1	2	3	4	5					
8 We have a real say in plans that shape our work.	1	2	3	4	5					
9 Contracts, orders and payments run smoothly.	1	2	3	4	5					

10 A year from now, where do you expect this partnership to be?

- ☐ Doing more together
- ☐ About the same
- ☐ Doing less together
- ☐ Winding down
- ☐ Not sure

11 What does this company do that you would miss if it stopped?

12 What one change would make this company easier to partner with?

Optional questions (1 of 2)

Add any of these to the core questions. Keep the numbering running on from page one.

About your organization (optional)

13 How long has your organization worked with this company?

☐ Under 1 year ☐ 1 to 2 years ☐ 3 to 5 years ☐ Over 5 years

14 What is your role?

☐ Executive ☐ Partner manager ☐ Sales ☐ Operations ☐ Finance

Channel partners (resellers, distributors and agencies answer)

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
15 Our margins here compare well with other lines.	1	2	3	4	5
16 Deals we register stay protected.	1	2	3	4	5
17 Leads we get from this company are worth chasing.	1	2	3	4	5
18 Direct sales staff do not chase our customers.	1	2	3	4	5
19 About how much of your revenue comes from this company's products?					
☐ Under 10% ☐ 10 to 24% ☐ 25 to 49% ☐ 50% or more ☐ Not sure					
20 How likely are you to recommend this company to a similar business in another market?					
Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely					

Enablement and support (channel and technology partners answer)

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
21 Training gets our staff ready to sell the products.	1	2	3	4	5
22 We find what we need in the portal without asking.	1	2	3	4	5
23 Our partner manager knows how we make money.	1	2	3	4	5
24 Support for our customers comes fast enough.	1	2	3	4	5
25 Which would help you sell more with this company? (tick all that apply)					
☐ Higher margins ☐ Better leads ☐ Training ☐ Co-op funds ☐ Demos					

Thank you. Your answers shape how we work with you.

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Optional questions (2 of 2)

Add any of these to the core questions. Keep the numbering running on from page one.

Vendors and suppliers (they rate you as a customer)

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
26 This company pays our invoices on agreed terms.	1	2	3	4	5
27 We can plan around the forecasts we are given.	1	2	3	4	5
28 Orders and specs are clear the first time.	1	2	3	4	5
29 This account gives our business room to grow.	1	2	3	4	5
30 Setting up as a new vendor was straightforward.	1	2	3	4	5
31 Compared with your other customers, how does this company rank for you?					
☐ One of our best	☐ Above average	☐ About average	☐ Below average		

Nonprofit and community partners (local partners answer)

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
32 Payments arrive on the dates we agreed.	1	2	3	4	5
33 Budgets can change when the work on the ground does.	1	2	3	4	5
34 Required reports are worth the time they take.	1	2	3	4	5
35 We know how long this partnership will last.	1	2	3	4	5
36 We get public credit for the work we do together.	1	2	3	4	5
37 Beyond funding, which support would help your organization most? (tick all that apply)					
☐ Introductions to funders	☐ Raising our profile	☐ Peer learning	☐ Skills training		
☐ Help with reporting					

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