

§ THE FIELD LIBRARY · PREVIEW CHAPTER

The Partner Program *Architecture.*

An excerpt from the Field Library guide. The architecture in one diagram, the three layers explained, and the first four questions of the Partner Program Maturity Diagnostic.

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ABOUT THIS PREVIEW

What you're reading.

This is a four-page excerpt from *The Partner Program Architecture*, an installable guide from Ford Marketing Collective. It is written for operators between \$2M and \$200M in revenue who are trying to turn partners from a rounding error into a named channel.

The full guide is 32 pages. It contains the three-layer architecture, the twelve-question Partner Program Maturity Diagnostic with score bands, the Joint Marketing Funds math model, six installable templates, a worked client example, common failure modes, and a 30-day install plan.

This preview gives you the architecture in one diagram, the three layers explained, and the first four questions of the diagnostic. Enough to start the work this week.

In this preview.

- The architecture in one diagram.
- Three layers, in plain language.
- The Partner Program Maturity Diagnostic. Layer 01.
- Where to read more.

What this replaces.

- Trial-and-error partner program design.
- Misallocated co-marketing spend.
- Flat partner treatment that limits growth.
- Reactive partner management.

01 THE ARCHITECTURE

Three layers. Stacked, never skipped.

Every partner program that actually works rests on three layers. If you skip one, the program drifts. If you invert the order, the program strains under its own weight. The sequence is fixed.

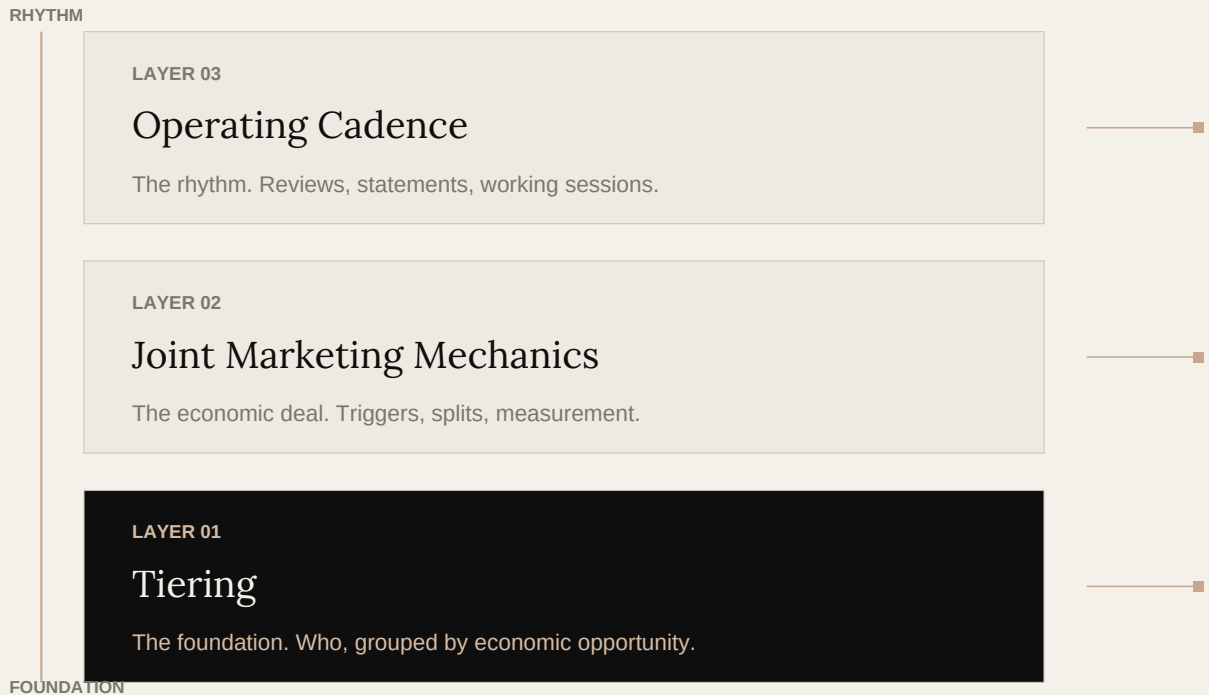


FIG 01 · THE THREE-LAYER ARCHITECTURE

Read bottom-up. Tiering is the foundation. Joint Marketing Mechanics is the economic engine. Operating Cadence is the rhythm that holds the whole structure up. Each layer assumes the layer below has been installed properly.

02 THE THREE LAYERS

In plain language.

LAYER 01 · TIERING

The foundation.

Tiering is the first design decision because it constrains every decision after it. A partner program with no tiers is a program where your largest partner and your smallest partner receive functionally identical treatment. That is not fair to either side. It quietly stalls the whole program. Three tiers is the operating sweet spot. Four is the ceiling. More than four multiplies your overhead and dilutes the top tier's perceived value.

LAYER 02 · JOINT MARKETING MECHANICS

The economic deal.

Joint marketing is where programs earn or squander their budget. For every dollar of co-marketing funds, you decide who spends it, on what, with what approval, and tied to what measurable result. The full guide includes the math model behind every approval decision, with worked formulas you can plug your own numbers into, and the three reasons to decline a request immediately.

LAYER 03 · OPERATING CADENCE

The rhythm.

Cadence is what makes the program feel alive to the partner and operable to you. Without cadence, even a well-designed program reverts to reactive mode. Partners ping you for one-off asks. No one runs the numbers. Nothing compounds. The full guide includes the cadence by tier, the quarterly review template, and the acknowledgement check that keeps the program from quietly decaying into relationships.

A partner program is not a set of relationships. It is a system of incentives.

THE ARCHITECTURE IN ONE LINE

03 THE DIAGNOSTIC

Score what you already *have*.

Before you redesign anything, score what you already have. The full diagnostic is twelve questions across the three layers, four per layer. Each rated 1 to 3. One means early or absent. Two means partially present but inconsistent. Three means installed and operating. Total possible: 36 points.

Below are the four questions of Layer 01. Score yourself honestly. Layer 02 and Layer 03, plus the score interpretation bands and what to do at each band, are in the full guide.

LAYER 01 · TIERING

01. Have you grouped your partners into named tiers based on the economic opportunity each represents?

1. No tiers. All partners receive the same treatment.
2. Informal tiering. Some partners get more attention but it is not formalized.
3. Three or four named tiers with documented characteristics and treatment.

YOUR SCORE: ____

02. Does each tier have written graduation criteria (revenue, behavior, time) so partners know how to move up?

1. No documented criteria. Promotion happens by relationship.
2. Some criteria exist but they are inconsistently applied.
3. Written criteria, applied on a documented schedule.

YOUR SCORE: ____

03. Is the top tier's economic deal materially better than the middle tier's?

1. Treatment is largely flat across tiers.
2. Some asymmetry but the top tier could be doing more.
3. Clear, intentional asymmetry. Top tier has bespoke economics.

YOUR SCORE: ____

04. If a partner asks 'what do I get that a non-partner does not,' can you answer in one sentence?

1. Honestly, no.
2. I can answer but it takes a paragraph.
3. Yes. One sentence, per tier.

YOUR SCORE: ____

LAYER 01 SUBTOTAL: ____ / 12

04 CONTINUE READING

Where this continues.

What you've read is roughly fifteen percent of the full guide. The rest is where the architecture becomes installable.

In the full guide.

- The complete twelve-question Partner Program Maturity Diagnostic, with score interpretation bands and what to do at each band.
- The Joint Marketing Funds math model. Two formulas you can plug your own numbers into to approve or decline funding asks. Worked \$200K example.
- The five-gate decision tree, with three reasons to decline a request immediately.
- The five-stage Partner Lifecycle, from Activation to Sunset, with the decision point at Plateau.
- Six installable templates: tier fact sheet, JMF request form, monthly partner statement, quarterly review agenda, partner onboarding checklist, tier graduation note.
- A worked client install with a 30 to 35 percent Strategic-tier revenue lift in 90 days.
- Five common failure modes and how to fix each one before they compound.
- A 30-day install plan paced for a single operator or a small team.
- An AI Lifts compendium. Five prompts for accelerating the work without replacing the judgment.

FOUNDING LAUNCH PRICING

The Partner Program Architecture.

Full guide. 32 pages. Installable.

One JMF decision made without this model typically costs more than the entire guide.

~~\$297~~ **\$197** FOUNDING PRICE · 30 DAYS ONLY

Read it at fordmarketingcollective.com. After May 27, the price returns to \$297.