

## Channel Partner Satisfaction Survey: Required Questions

### **General Information**

Company name: \_\_\_\_\_

Your name: \_\_\_\_\_

Your title: \_\_\_\_\_

# of employees: \_\_\_\_

# of partners: \_\_\_\_

How long have you been a partner?

\_\_\_ Less than 6 months

\_\_\_ 6 months to 1 year

\_\_\_ 1 to 3 years

\_\_\_ Over 3 years

### **Satisfaction Survey**

1. How likely are you to recommend our company to a peer? (0 = Not likely, 10 = Very likely)

Rating: \_\_\_\_\_

2. Overall, how satisfied are you with our partnership?

\_\_\_ Very satisfied

\_\_\_ Satisfied

\_\_\_ Neutral

\_\_\_ Dissatisfied

Very dissatisfied

3. How satisfied are you with the frequency of communication from our side?

Too frequent

Just right

Not frequent enough

4. How satisfied are you with the training resources provided?

Very satisfied

Satisfied

Neutral

Dissatisfied

Very dissatisfied

5. How satisfied are you with the sales and marketing resources provided?

Very satisfied

Satisfied

Neutral

Dissatisfied

Very dissatisfied

6. How would you rate your interactions with your account manager?

Very satisfied

Satisfied

Neutral

Dissatisfied

\_\_\_ Very dissatisfied

7. How would you rate our support team's responsiveness?

\_\_\_ Very satisfied

\_\_\_ Satisfied

\_\_\_ Neutral

\_\_\_ Dissatisfied

\_\_\_ Very dissatisfied

8. What are we doing best in our partner program?

---

---

9. What do you believe we can do to improve our program?

---

---

10. Do you have any additional comments or suggestions?

---

---

## Optional Survey Questions

*Find in-depth questions about different areas of your partner program in the following survey questions. Pick and choose those most relevant to your program goals, create short surveys around specific areas, or incentivize partners with a small reward for filling out a longer survey.*

### **Sales**

How would you rate the quality of our products and services?

Excellent

Good

Fair

Poor

Very poor

Are our products and services relevant to your customer base?

Very relevant

Somewhat relevant

Neutral

Somewhat irrelevant

Very irrelevant

How easy is it for you to track leads and deals within your portal?

Very easy

Easy

- Neutral
- Difficult
- Very difficult

How satisfied are you with the accuracy of lead and deal tracking?

- Very satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very unsatisfied

Do you feel there's transparency in our lead attribution process?

- Complete transparency
- Generally transparent
- Somewhat transparent
- Lacking transparency

How often do you use our system to track leads and deals?

- Daily
- Weekly
- Monthly
- Rarely

\_\_\_ Never

In terms of lead and deal management, how would you compare our system to others you have used?

\_\_\_ Much better

\_\_\_ Slightly better

\_\_\_ About the same

\_\_\_ Slightly worse

\_\_\_ Much worse

What new products or services would you be most interested in seeing from us?

---

---

What gaps or unmet needs do you currently experience that a new product or service from us could address?

---

---

If we were to introduce a new product or service, what key features or benefits would be most valuable to you?

---

---

Do you have any other feedback about our sales processes?

---

---

### **Programs and Incentives**

How satisfied are you with our partner incentive programs?

Very satisfied

Satisfied

Neutral

Unsatisfied

Very unsatisfied

Are our programs and initiatives beneficial for you?

Always

Mostly

Sometimes

Rarely

Never

Do you have any other feedback about our incentive programs?

---

---

## Technology

How easy is it to use our partner portal?

Very easy

Easy

Neutral

Difficult

Very difficult

Is the information on our partner portal up-to-date and relevant?

Always

Mostly

Sometimes

Rarely

Never

How satisfied are you with the speed and performance of the partner portal?

Very satisfied

Satisfied

Neutral

Unsatisfied

Very unsatisfied



How intuitive is the user interface of our partner portal?

- Extremely intuitive
- Generally intuitive
- Somewhat intuitive
- Not intuitive
- Confusing

How often do you encounter technical issues or glitches on our partner portal?

- Never
- Rarely
- Occasionally
- Often
- All the time

Are the resources and tools available in the partner portal valuable for your needs?

- Extremely valuable
- Quite valuable
- Neutral
- Somewhat lacking
- Not valuable at all

Are there any features or tools you'd like to see added in our partner portal?

---

---

Do you have any other feedback about our partner portal or other support technology?

---

---