



// THE ASK

Don't leave your new partnerships hire to guesswork.

The first 90 days decide whether your partnerships hire becomes a revenue engine — or an expensive experiment.

// WHAT'S AT STAKE The hidden cost of promoting someone into their first partnerships role.

~40%

Of internal promotions stall or fail

Within the first 18 months (DDI Global Leadership Forecast). New title, new scope — no playbook for the actual work.

12–18 mo

Before partnerships shows material revenue

Without structure, partnerships hires often lose the first quarter to ambiguity — priorities shift, pipeline compounds slowly, and salary runs the full time.

\$200K+

What a failed partnerships hire can really cost

Loaded salary + recruiter + lost momentum + failed alignment. Partnerships mis-hires compound through delayed pipeline and organizational ambiguity.

// WHAT IT INCLUDES

For your new hire

- Strategic onboarding advisory with Amanda Nielsen — operator, hiring manager, and coach.
- A 30 / 60 / 90-day strategy plan built around your company, market, and competitive position.
- Prioritization framework + cross-functional alignment scripts for sales, marketing, and product.
- Partner sourcing & qualification rubric tailored to your ICP.

What you get back as the manager

- A defensible partnerships strategy by week 4 — not week 12.
- Revenue-tied KPIs you can review in any 1:1.
- A hire who can defend their priorities in any cross-functional meeting.
- An external read on whether you hired the right person — at week 6, not month 9.
- Faster GTM alignment — aligned teams are **67% more likely** to hit target with **38% shorter** sales cycles.

// THE EVIDENCE: 86% of new hires who met with a structured onboarding mentor 4–8 times in their first 90 days reported being measurably more productive (SHRM). 49.4% of mature partner orgs attribute 26%+ of revenue to partners — the gap is operating discipline, not effort.



// WHO'S RUNNING IT

Amanda Nielsen — **built & scaled partner programs** across SaaS and systems integrators. Career partner pro who's also run partner programs as a lead and hired into the role as a manager, sat on both sides of the QBR table, and watched too many promising hires lose their first quarter to no fault of their own. Now coaches partner pros into roles at SaaS companies, agencies, and B2B startups.

// COMPANIES I'VE BUILT, SOLD & SCALED AT



// THE MATH

Less than 5% of a partnerships hire's first-year salary — to help ensure they ramp strategically, not reactively.