



Tenego Partnering

when you're ready to accelerate

International Business Development for Technology Companies

PARTNER RECRUITMENT

Tenego executes your plans (Lean Approach) as part of your team recruiting, on-boarding and building effective partner channels for your company.

"...provided great clarity and focus..."

PARTNER MANAGEMENT

As your Partner Managers in selected markets & how Your Software Company works with Partners

"insight and practicality ...saved us months of learning the hard way"

MARKETING SERVICES

Providing a range of marketing services from digital, content to in-market services

"...provided highly practical sales driven marketing expertise and services ..."

SALES OUTSOURCING & LEAD GENERATION

With marketing, inside sales and in-market sales expertise in many countries, Tenego provide market entry and market growth for clients direct sales and channel support services

"...we have already, within 6 months, realized benefits from engaging Tenego..."

PARTNER PROGRAM DEVELOPMENT

Define your company's full partner program; How partners fit into your business and the external and internal functions to make it work.

"insight and practicality ...saved us months of learning the hard way"

SALES MANAGEMENT & SALES OPERATIONS

Providing part-time sales management services and sales operations management for growing technology companies Tenego takes responsibility to shape clients' sales organisations, sales targets and driving growth

"...Tenego have added \$2M to our annual revenues..."

Growing Tenego Global Network: Ireland – UK – Germany – Greece – North America – APAC & Growing

www.tenego.com

when you're ready to accelerate

About Tenego Partnering

Tenego provides international sales execution services, Sales Channels and Direct, to growing and established software companies. Through Tenego's Global Network covering many key markets, we provide programmes and hands-on services in Sales Channel Planning and Development, Direct Sales Execution and Sales Channel Execution.

Tenego help client companies grow faster, become more scalable and enter new markets across the world through a range of services including: **Sales Channel Development and Management** (Partner Search, Fit & Proposal, Recruitment/Channel Development, Partner Program Development); **Direct Sales Execution** (Campaign Execution, Sales Management Services, In-Market Lead Generation & Sales Support); **Sales and Channel Planning** (Sales & Partnering Strategy Review, Partner Type Selection & Program Development, Market Entry Strategy); **Marketing Services** (Web/Digital, Content; Blog/Webinar/Video, Social...) and **Market Research & Planning** (Market Selection & Prioritisation, Market Assessment, Ecosystem, Competitor Analysis)

Tenego's Partnering Process

Tenego's Methodologies

Tenego Clients

Step 1	Step 2	Step 3	Step 4	Step 5
Market Requirements	Customer Target Definition	Partner Type & Fit	Partner Selection	Partner Onboarding & Activation
Market Research & Analysis	Customer Segmentation & Targeting	Partner Identification & Vetting	Partner Negotiation & Contracting	Partner Integration & Performance Monitoring
Market Size & Growth Potential	Customer Needs & Pain Points	Partner Capabilities & Resources	Partner Incentives & Motivation	Partner Training & Support
Market Entry Strategy	Customer Acquisition Strategy	Partner Recruitment Strategy	Partner Retention Strategy	Partner Evaluation & Optimization



What our Clients say:

- "...Tenego provided us with valuable insights into how we could take our offerings to the market. Their deep knowledge of the IT service marketplace and their understanding of our potential have helped us enter the EMEA market..."
- "...found the research outcomes and advice offered invaluable. This was key in helping us build strong relationships with stakeholders in relevant support bodies and with partner companies"
- "...In going through Tenego's Partnering Strategy process, it clarified a number of factors including a clear shape of the market, the key players and the various routes to our target customers..."
- "... Tenego's approach was very practical, effective, very useful and clarified our paths forward. "

Why Choose Tenego?

- "In Tenego, we deliver value to our clients through a practical, no-nonsense and results-focused approach to generate revenues in international markets for high-growth technology companies.
- As executives of our client companies, Tenego take responsibility to drive client revenues
- Tenego operate to optimise clients' time and deliver effective results, with defined methodologies and Tenego Support and Research team
- Tenego's experience and practical methodologies that have been developed through working with over 100 companies
- Tenego work with B2B focussed software companies targeting many industry sectors and companies of various types and sizes, from early stage to established



Donagh Kiernan, Founder & CEO
Tenego Partnering

We look forward to working with you."