

The Nearbound Handbook



REVEAL

Dear partnerships community,

Today, we're living in a world where partnerships are gaining momentum. Our space is attracting talent and funding, which only reflects how strong our community's strength. However, this era is not just about partnerships; something bigger is at play, and with this comes a massive opportunity to shift how companies operate (for the better).

Collectively, we are writing the next chapter of Go-To-Market (GTM), where ecosystems and partnerships will become primary drivers of your company's revenue strategy.

Existing inbound and outbound methods are getting less and less efficient—in the last five years alone B2B CAC has skyrocketed, ads are no longer cost-efficient, and overall human attention span has declined.

Knowing that a far better alternative was right within our reach spurred my team at Reveal to introduce Nearbound as a concept—finally giving a name to the most game-changing revenue channel today.

I often get asked: “How do I actually use Nearbound GTM in practice?” And “How do I share the benefits with the rest of the business?”. This handbook will answer these questions and more—providing you with a step-by-step guide, no matter where you are in your Partnerships journey.

Just as marketers were the stars of the Inbound revolution, it's time that you, as a partnerships professional, become the star of Nearbound. Let's get started.

Simon Bouchez,
CEO at Reveal



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WTF is Nearbound?

Before we start, here's some context on what's happening in the B2B industry.

50% of your prospects are not a good fit for what you sell. Revenue teams spend more than half of their time with prospects that have zero chance to turn into customers ([HubSpot, LinkedIn, Sandler Training, and Gong, 2021](#)).

Only 2.23% of leads turn into actual sales opportunities in the B2B industry. Meaning that more than 97% of the leads you generate through your marketing efforts are not creating any sales pipeline ([Chili Piper, 2022](#)).

What's contributing to this? In a nutshell, the ineffectiveness of current inbound and outbound Go-To-Market approaches.

“ We're all trying to solve the same problem at the same time. We're working in **silos**. We're creating a fierce competition to gain the attention of the same people, and therefore **costs go up** and **returns do not follow**. ”



Simon Bouchez
CEO
Reveal

Inbound Revenue

What is it?

A strategic approach to creating valuable content that aligns with the needs of your target audiences and inspires long-term customer relationships. Getting leads through videos, blogging, thought leadership pieces etc.

Issues: Inbound revenue is a long game that only starts delivering ROI after investing a lot of time and resources:

Developing content and SEO optimization often takes a lot of time and can be resource-intensive. You can't force search engines to crawl faster, and domain page authority doesn't rise overnight.

Outbound Revenue

What is it?

Pushing messages out to a large number of potential customers. Think trade shows, advertising, and cold calling.

Issues: Outbound is often more costly, and ROI is much lower than other acquisition channels. Besides hiring outbound sales reps and spending on ads, capturing your prospect's attention is more challenging than ever.

On average, we are bombarded with at least 2,000 outbound "interruptions" daily. Leading to the rise of blocking mechanisms such as email spam filters, caller IDs, and browser extensions—making it harder to get in touch with your target customer.

Nearbound Revenue

What is it?

Nearbound is leveraging the *full* power of your ecosystem, i.e. the companies close to you, near you, to influence your entire revenue funnel from lead acquisition to customer retention. It's what happens when partnerships are data-based and at scale.

To be clear, leveraging [Nearbound](#) is not about changing the way your company operates, but taking these high-quality leads and feeding them into your existing programs.

No need to reinvent the wheel or drive complete change internally. You're merely supplying your current sales funnel with better, higher-converting leads.

Nearbound is the future of GTM.

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We believe the Nearbound channel to be far more **powerful** than any other GTM team has had access to in the past. The challenge is to take this to the next level and create a scalable “Nearbound” program.

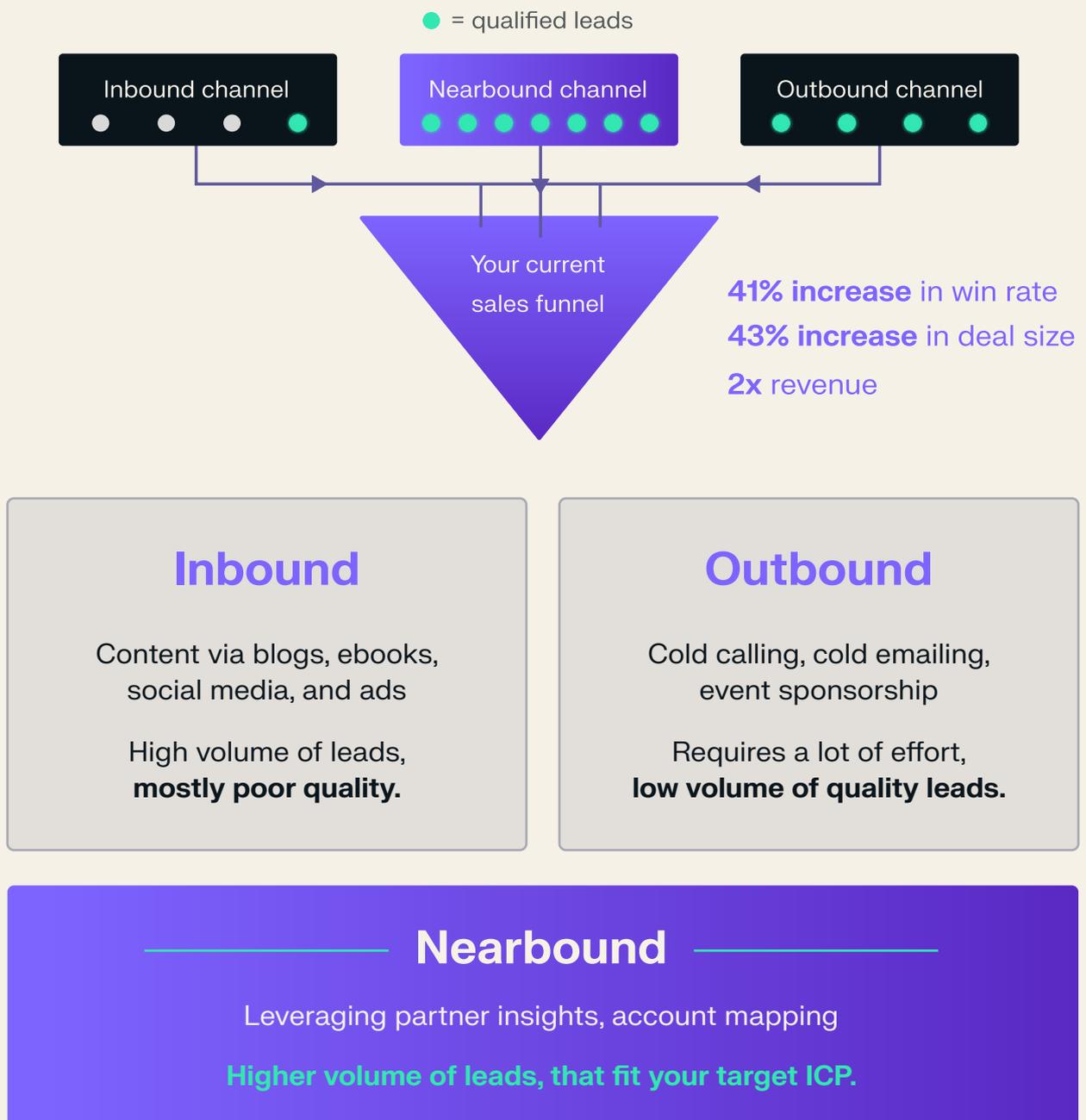
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Jo Wright
VP Sales
Reveal

TLDR;

An essential component of a good GTM strategy is knowing how you will *address your market effectively*. Historically, this has been done through inbound and outbound channels that are quickly getting antiquated. It's time to move past traditional channels and consider a smarter, *more sustainable* channel. We believe that Nearbound is the top GTM channel for your existing sales funnel—turning [valuable ecosystem data](#) into exponential revenue.



Nearbound's benefits

Now that we understand what [Nearbound](#) is, the main question is: what does it bring to your organization?

When used correctly, Nearbound increases your win rate by **41%** and your average deal size by **43%**. It enables you to generate **2x** more revenue by simply targeting companies that have already purchased another technology in your ecosystem.

What are the main benefits of Nearbound?

It all comes down to the *multiplying effect* of involving partners in your sales opportunities and leveraging them as a valuable source of buying signals.

“

I think that the exciting thing here is it's not about Reveal or other companies in the space, it's about **partnerships** and the **opportunity** that we have. And with companies becoming more and more interconnected, we're creating this new day data layer.



Jo Wright
VP Sales
Reveal

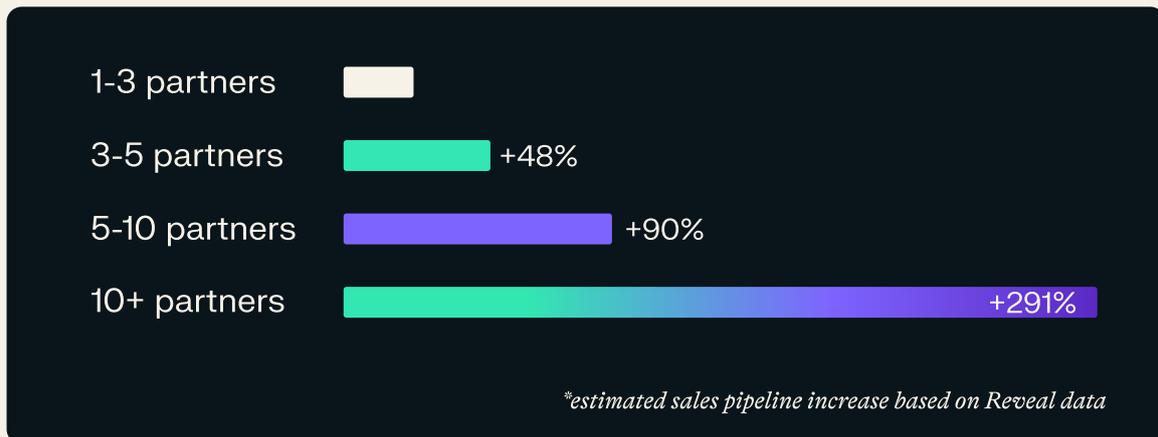
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The partnership multiplier effect

Ecosystem Qualified Leads (EQLs). If this term isn't part of your vocabulary yet, it's about time that it should be. EQLs—the accounts sourced from your [ecosystem](#)—are qualified accounts that convert higher on average to any inbound or outbound-sourced lead.

Think about it: Largest deals? Partners are involved. Your top Account Executives? They collaborate with a *ton* of partners. Best leads? Partner referrals.

This may be common knowledge if you're a [Partnerships professional](#), but what if you could quantify this multiplier effect? (finally).



“

Nearbound provides leads that are the right fit for your company by utilizing ecosystem data to **create leads** and **revenue**.”

Reveal Example: An easy way to visualize the multiplier effect is [Reveal's 360° mapping](#).

Reveal analyzes historical data from your CRM on partner-attached deals and compares this against your non-partner-attached deals. This difference is presented as a [Reveal Multiplier](#).

You can uncover the most effective combination of partners and ultimately make more informed partnering decisions on specific accounts, especially when deciding between competing partners.

Example: If you involve Partners A, B, and C in approaching account X, I can get XX higher win rate, XX deal size, and XX revenue.

The screenshot shows the '360° Mapping' interface with a table of accounts. The table has columns for Company name, Account status, Is customer of (with partner icons), Win Rate Multiplier, Revenue Multiplier, and Deal Size Multiplier. The first row shows Encore Capital Group with a Win Rate Multiplier of x6.0, Revenue Multiplier of x28.2, and Deal Size Multiplier of x4.7.

Company name	Account status	Is customer of	Win Rate Multiplier	Revenue Multiplier	Deal Size Multiplier
Encore Capital Group	Prospect	Tankle, Levenue, Intersect	x6.0	x28.2	x4.7
Elavon, Inc.	Prospect	Intersect, Tankle	x4.9	x15.7	x3.2
Media Markt	Prospect	Tankle, Levenue	x4.4	x13.2	x3.0
Lpl Financial	Prospect	Tankle, Levenue	x4.4	x13.2	x3.0
Cdk Global	Prospect	Tankle, Levenue	x4.4	x13.2	x3.0
Nationstar Mortgage	Prospect	Tankle, Levenue	x4.4	x13.2	x3.0
Dealertrack	Prospect	Tankle, Levenue	x4.4	x13.2	x3.0
Zumiez	Prospect	Tankle, Levenue	x4.4	x13.2	x3.0
Whsmith	Prospect	Tankle, Levenue	x4.4	x13.2	x3.0
Blackberry	Prospect	Tankle	x4.4	x13.2	x3.0
Axway	Prospect	Levenue	x4.4	x13.2	x3.0

Win Rate Multiplier	Revenue Multiplier	Deal Size Multiplier
x6.0	x28.2	x4.7

Valuable buying signals

Nearbound as a channel also enables you to access a wealth of valuable *buying signals* about your customers or prospects.

If you consider the Reveal network alone, about 1 billion CRM records will be shared between companies by the end of 2022—that's a *gold mine* of [account insights](#) that could move the needle on your sales opportunities.

These signals show you which technologies they have in their tech stack and *when* they are purchasing them. As we all know, timing your outreach can be everything.

Think about what partnerships data actually is. It's the data that you're able to create, it's almost like purchase data across an ecosystem—it's a signal. You can call it a partnerships intelligence signal. That notion of intelligence and signals is what [sales leaders](#) are comfortable with.

With Nearbound insights, you will know when:

- Prospects are modernizing their tech stack
- They buy a product that integrates with yours.
- They take a step that often happens right before buying your product
- It's the right time to start selling to these companies

TLDR;

The benefits of Nearbound are not to be underestimated. It includes the multiplier effect of partners on your sales KPIs (which we can *finally* quantify!) and using partners as a source of valuable buying signals.

Now, if you're wondering where to start when creating your Nearbound strategy, it's time to break it down. The first step will be identifying the [right businesses](#) in your ecosystem to pass you these Nearbound leads.

“ Partnerships intelligence signals complement and enrich everything, making all of your signals even more powerful—it's a simple way to **prioritize targets**. ”



How do you find relevant businesses for Nearbound leads?

The answer: Identify your ecosystem, then partner with the right companies using [data-driven decision-making](#).

Think about all the companies that target one or more of your personas, the ones that:

- offer a value proposition that complements yours, and
- that can share valuable sales signals that matter to your business.

All of them are part of your ecosystem. Most of the time, it goes far beyond the partners you have already identified. One easy way to identify relevant businesses is to create a *Nearbound score*, which indicates how a prospect/customer is linked to your partners. The higher the score, the more customers you have in common. There's no perfect formula to crack this (yet), but you'll need to consider your prospects' Reveal revenue multiplier, and the number of partner tech they have listed as customers.

“

It's about **utilizing ecosystem data** to create leads and revenue. By creating a partnership score to quantify the decision of purchasing one type of technology over another—that's how you prioritize.

”

One company that successfully leveraged the power of its partner ecosystem is SmartRecruiters.

SmartRecruiters is an HR Tech company that provides a Talent Acquisition Platform to help companies redefine their hiring processes and recruitment marketing approach. In 2020, SmartRecruiters' Partnership team faced three main problems: lack of processes, opportunities, and security issues in manual account mapping.

As a solution, they decided to rely on their partner ecosystem. [Reveal helped SmartRecruiters](#) execute automated account mapping within seconds, letting them view common opportunities they shared with their partners. With a macro view of their ecosystem, SmartRecruiters could successfully drive integrations with 15 Enterprise size companies.

So out of all these relevant companies, which are the right ones you can partner with for Nearbound leads?

Fortunately, [technology](#) has come a long way to ensure we can answer this question.



Reveal How-To

Access a digital partnerships directory such as the [Reveal Directory](#) to see the number of common customers you share with partners.

It's a quick, data-driven way to find high-potential partnerships worth investing your resources into.

On the Reveal Directory, you can also filter your search by ecosystem or by a specific company type (like software vendor, agency, consulting partner etc.), to make the search even more relevant to your goals.

When it comes to the customer overlaps that you share with another company:

- **High overlaps** are useful if you want to understand the level of common customers or if you want to target common customers.
- **Low overlaps** are useful if you want to break into new markets or find new audiences to target.

The screenshot shows the 'Directory' page of the Reveal Directory. It features a search bar at the top right labeled 'Quick search'. Below the search bar, there are two sections: 'Suggested for you' and 'Other'. Each section lists companies with their logos, names, categories, and customer overlap percentages. A tooltip above the Reveal entry indicates '57% of your CRM accounts overlap with Reveal'. Each entry includes an '+ Invite' button.

Company	Categories	Overlap Percentage	Action
Reveal	Sales & Sales operations, Software vendor	57%	+ Invite
Mailchimp	Marketing, Software vendor	68%	+ Invite
Qualtrics	Sales & Sales operations, Service provider	53%	+ Invite
Webflow	IT & administration, Software vendor	18%	+ Invite
Snowflake	IT & administration, Agency	39%	+ Invite
Grammarly	Other, Service Provider		+ Invite
Slack	Collaboration & Productivity, Software vendor	20%	+ Invite
Budgetsy	Human Resources, Software vendor	32%	+ Invite
Spotify	Finance, Agency		+ Invite

How do you identify Nearbound leads?

The answer: Adopt the right tools, then ask your partners to start sharing data.

Having the right technology to identify Nearbound leads is *key*. Keeping data on spreadsheets will only slow you down, not to mention increase your security and compliance risks. In this section, we break down the key considerations for [partner collaboration](#).

Use the right technology

An [automated account mapping solution](#) is the fastest way to get visibility on potential Nearbound leads.

Within your Reveal account, you can take advantage of the smart filters.

Top filters

- **Prospects on your side that are customers on your partner's side:**
These are the accounts your partners can help you with, breaking into new accounts and getting a foot in the door.
 - **Accounts with no open opportunity** = Potential to be *sourced* business
 - **Account with open opportunities** = Potential to be *influenced* business
- **Customers on your side that are prospects on your partner's side:**
These are the accounts that you can help your partner with, help them break into new accounts, and get a foot in the door.

- **Partner’s customers that are unknown to you:** There will likely be accounts in your Partner’s CRM that do not exist in yours—these are gold (highly-qualified leads). Getting visibility into these accounts will be a source of new prospects for your sales and marketing teams to go after.

Other filtering options

- **Common customers:** Opportunities to upsell, case studies, and integrations.
- **Joint prospects:** Both of you are interested in breaking into these accounts. This means opportunities for joint solutions and co-marketing.

Partner-sourced or partner-influenced?

No existing sales opportunity in my company CRM - *Sourced*

Partner-sourced the opportunity in one or more of the following ways:

Partner has made an introduction to a new contact

Deal registration on your partners portal

New department/new use case in one of your existing customers

Pipeline from joint demand gen/co-marketing

Existing sales opportunity in my company CRM - *Influenced*

Partner-influenced the opportunity in one or more of the following ways:

Customer requests a specific partner’s involvement

Deal registration on your partners portal

Your Sales tea engages the partner

Joint co-sell to provide more value to the customer

Ask for those leads

Partner relations need to be cultivated and nurtured to produce results. The good news is this process doesn't take as long as you might think. It's all about making the right first impression and following a few key principles.

One of those key principles is to have a give-first mentality and to [create a win-win situation](#). However, not everyone gets it right. One of the most common mistakes made when approaching partnerships is having the revenue growth approach in mind, this means directly asking for help without giving anything back in return. To avoid this situation, you can follow the CAP framework:

- **Context:** whenever you're asking for leads, remember to use your context in your favor, and give your partner a short summary of where you are with the prospect.
- **Ask:** what do you need from your partner? Ask for specific help or intel.
- **Partner:** give your partner a valid reason to help you—have a give first mentality, and share some intel with your partner in return for their time.



C = Context

(a short summary of where you are with a prospect)

Example: “Hi [Partner], I see [Company X] is a long standing customer of yours; we are currently speaking to their HR Director regarding their upcoming HR transformation project.”



A = Ask

(what, specifically, do you need help from the partner on?)

Example: “I can see that you’re connected to the CHRO, and I know they will be a key decision maker in this process; we know nothing about them! Could you help us with some intel on the CHRO’s objectives?”



P = Partner

(most importantly, why should the partner give up their time to help?)

Example: “I noticed that you have an opportunity with [Company Y], they are currently a customer of ours. Perhaps we could help you with some intelligence there, in return for your time.”

“

Ask for intel first **before** intros, intel sharing normally always leads to intros if you play it well.

”



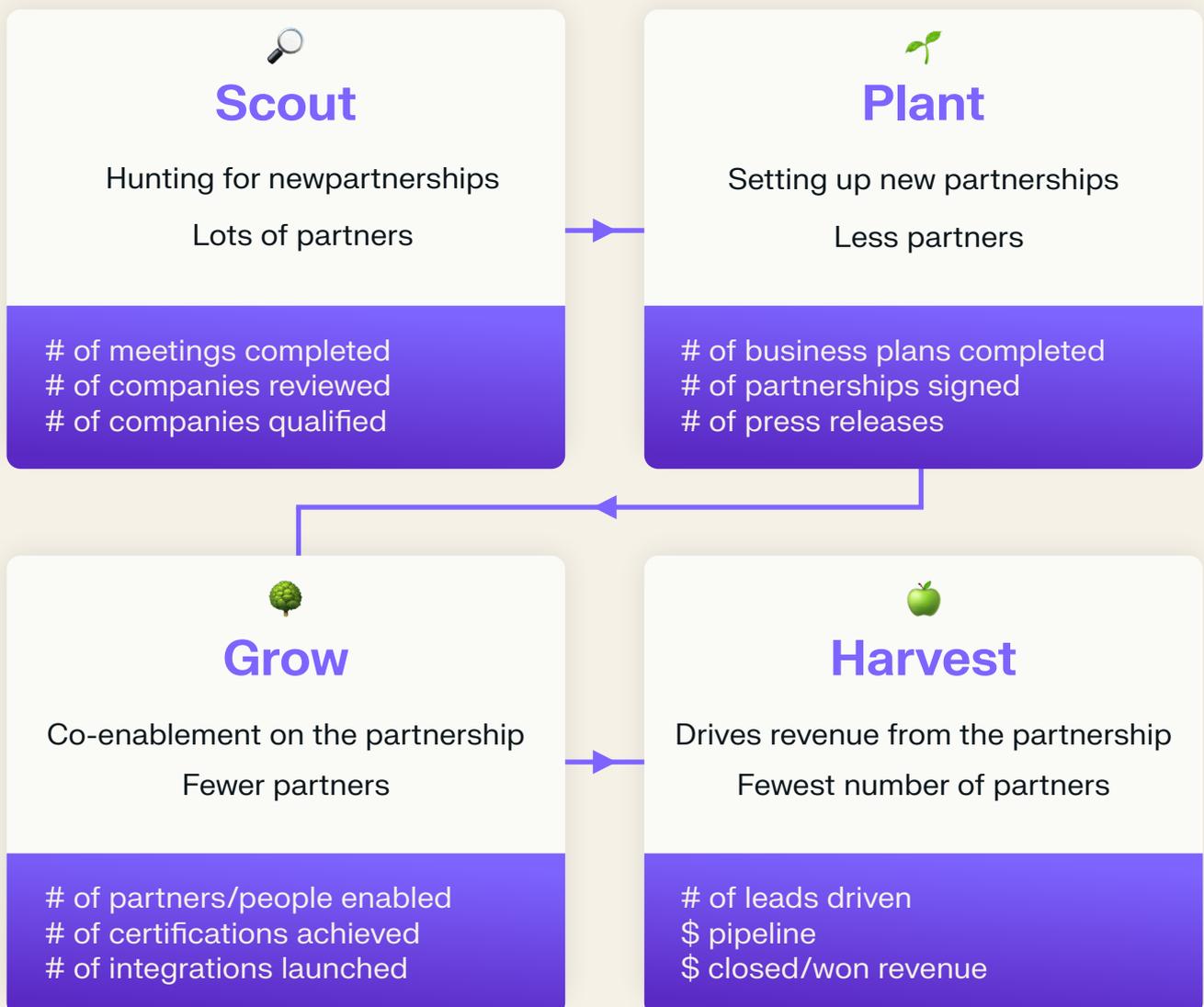
Daniel Lancioni
Partnerships Global Senior Director
Reveal

TLDR;

With an automated account mapping platform, Nearbound leads can be harvested to [bring ROI](#) and benefits to your organization. When making asks to collaborate on these platforms, always give *value* first before asking for it directly.

Make enough asks, and soon enough you will maintain a steady funnel of account-mapping partners that pass through the different stages of your [partnership program](#).

Stages of a partner program



How do you leverage Nearbound leads?

The answer: Activate the data from these [account mapping partnerships](#) across your company's technology stack.

What's the point of having all that data if you're not leveraging it? This is the step where your skills combined with technology are much needed.

To [activate ecosystem data](#), you must ensure it is *fully integrated*. Specifically, embedding your ecosystem data within your Go-to-Market teams' processes and their tech stack is critical to delivering Nearbound revenue.

In addition, ecosystem data needs to be embedded into the rest of your Go-to-Market tech stack: your CRM, marketing automation, customer engagement, and sales engagement platforms.

It means putting your ecosystem data where it can generate the most results.

It may sound more complicated than it really is, but don't worry, if you are a Reveal user, we've outlined a few practical ways users are doing this within their organizations:

Nearbound for the Sales team

Identifying new qualified prospects for your [SDR teams](#).

Use the [New Prospects view](#) in your Reveal account mapping with a partner to identify your partner's customers that are unknown to you. Then, export these lists to your CRM to add to your SDR team's lead queues.

Use the [Reveal Salesforce App](#) to enable data to flow between Reveal and other tools in your sales tech stack i.e. your outbound prospecting tool.

Possibilities

Trigger outreach sequences based on [Reveal data](#).

Example: Prospect X becomes a Customer of Partner Y, which triggers a sequence or 'notification for a manual task' to the SDR assigned to the account.

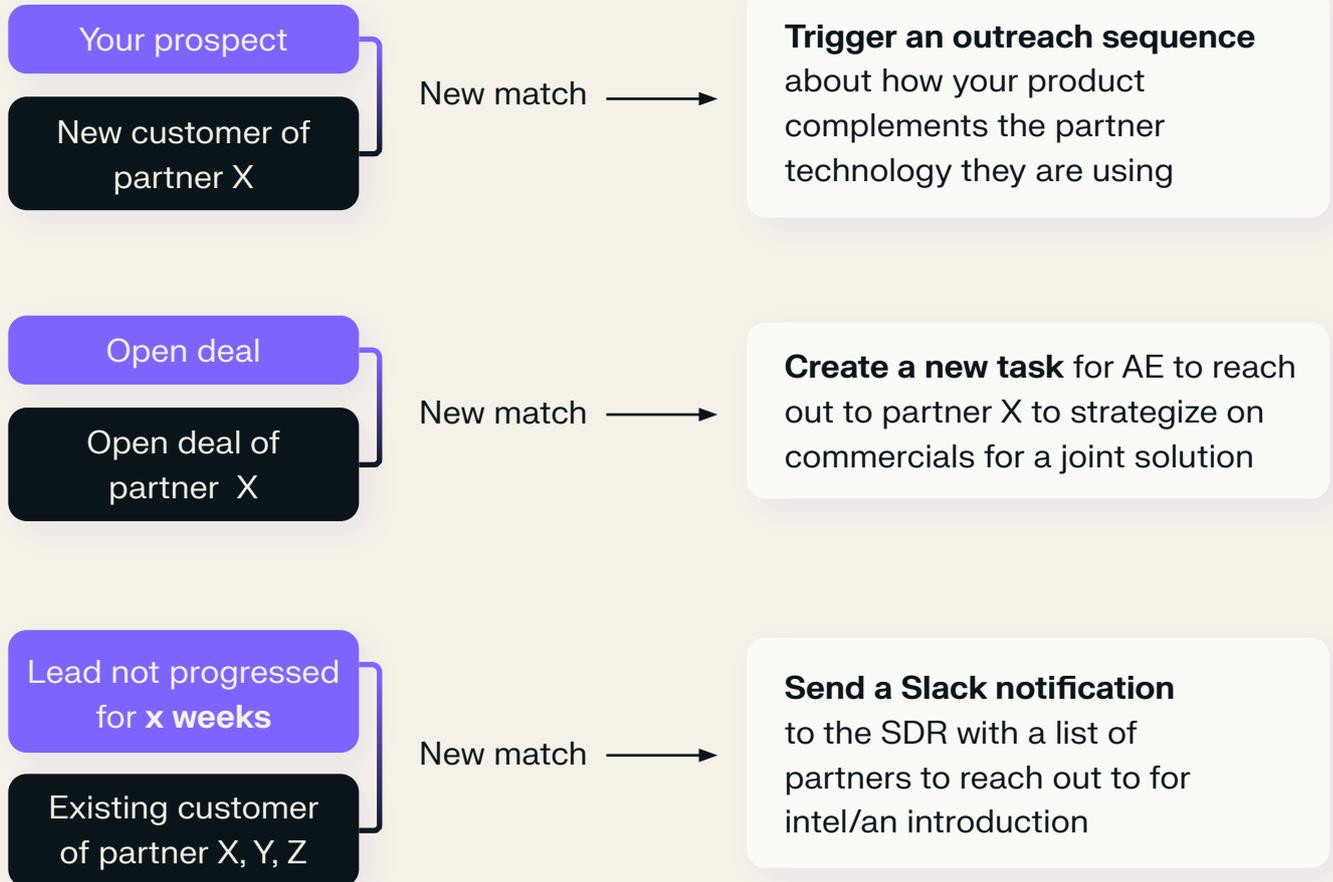
Use [Reveal data](#) to enrich the [Engagement score](#).

Example: Pass through Multiplier data. Add a 'Reveal score' and combine it with existing scoring methods to prioritize accounts.

See which partners are involved in open deals in your pipeline or who can help close more deals.

Use Reveal's [360° mapping](#) feature, and take advantage of the sales rep filter.

Way to trigger actions from partner data



“ Within the Sales team the simplest and easiest way to use Nearbound is through account mapping to **identify your opportunities** for collaborative growth. ”

Nearbound for the Marketing team

Improve conversion rates.

To target [marketing campaigns](#) to Nearbound leads, you'll need to:

- **First**, use the [New Prospects view](#) in your Reveal account mapping with a partner to identify your partner's customers that are unknown to you.
- **Then**, export these lists to add to your marketing automation platform.

Identify and prioritize the most lucrative co-marketing opportunities.

Use the macro ecosystem insights from your [360° mapping](#) in Reveal to identify the best companies to co-market with (co-marketing helps extend your company's reach to wider audiences).

Enrich lead scoring.

To prioritize your most lucrative leads, include partner sales intelligence data with your buying intent scoring methods by combining [Reveal Multipliers](#) with popular marketing intent scoring platforms.



Nearbound for the Customer Success team

Give visibility into the customer's tech stack for more proactive Customer Success conversations.

Leverage your [360° mapping](#) in Reveal to uncover the right integrations and/or partner services at the right time, or just add this tech stack information directly to your CRM records. Finding the perfect fit for your solution will reduce the risk of churn by increasing product stickiness (higher NPS and better CLTV).

“

Customers don't want to have to make an effort to do things any more. If two pieces of technology are even remotely compatible then, arguably, they should be connected.

If your partner is present in 80% of your accounts, that's definitely an **untapped opportunity** that needs to be tapped.”

Nearbound for the Product team

Validate the customer's tech stack.

Just as you did with the Customer Success team, use the insights from the [360° mapping](#) to spot opportunities for new potential product integrations. These insights will help you base integration decisions not just on product functionality, but also on understanding the common customer overlap to develop integrations with high business potential.

Ways to use ecosystem data across your company tech stack

	Key use case	Results
Marketing	Send top-of-funnel-qualified leads from partners for targetting your nurturing and tailored campaigns.	<ul style="list-style-type: none"> ↑ Increased qualified pipeline ↑ Higher conversion
Business Dev	Push Reveal data into your prospecting tool (e.g. Outreach) to trigger tailored sequences based on the partner technologies that the prospect is using.	<ul style="list-style-type: none"> ↑ Higher number of meetings ↑ Increased qualified pipeline ↑ Higher conversion
Sales	Partner data in the CRM (the daily sales tool) = precious intel to take the right actions.	<ul style="list-style-type: none"> ↑ Increased closing efficiency ↑ Higher win rate ↑ Prioritize accounts
Customer Success	Push customer tech stack insights to your CS platform (e.g. Gainsight) to have more proactive value-driven conversations.	<ul style="list-style-type: none"> ↑ Increased retention ↑ Higher NPS and better CLTV

Tracking

How to ensure Nearbound leads are correctly attributed to our ecosystem (a.k.a. the [Partnerships team](#)).

What's the point of going through all this effort if you can't tie the results back to your ecosystem?

There's no use in enabling your teams on Nearbound leads if you can't demonstrate the impact of ecosystem-driven ROI. That's why you need to think about how you will [track your results](#) from the get-go.



Create a field within your CRM to mark where partners have been involved. To ensure adoption, do some enablement on the importance of tagging partners on opportunities. The Sales teams are relied on to ensure this field is correctly filled out.

As a partnership professional, your end goal should be to pull reports on sourced/influenced revenue from partners.

However, partner-to-partner tracking of joint opportunities can be a hard task, since most of the time joint opportunities happen outside of your CRM (usually on spreadsheets).

In addition, many changes may be happening on your partner's side that make your CRM opportunities information outdated, and vice versa.



To track opportunities to your ecosystem effectively, think about a process of linking that collaboration with partners and your CRM as seamlessly as possible. This is the only way you can get visibility of all your partner efforts.

Reveal users take advantage of the [Pipeline view](#). It enables you to track selected accounts from your account mappings with partners that you have agreed to work with. With Reveal's integrations, you can push this information back to your CRM.

Get all the information you need in a matter of seconds.

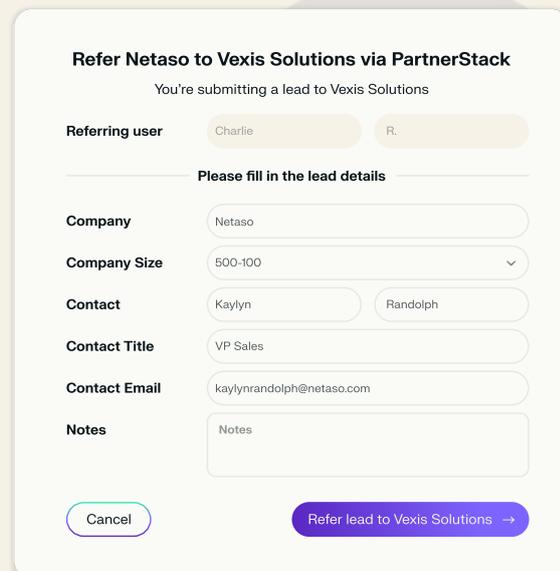


To go one step further on tracking partner-sourced/influenced revenue, you should connect your account mapping platform to your PRM, which should be connected to your CRM.

The most effective way to do this is using the [Reveal + PartnerStack integration](#). It combines the best way to find high-value leads you share with partners and the easiest way to track and reward partners for turning those leads into paying customers.

Use this integration to:

- Find high-value leads via account mapping from your partners
- Send a lead directly to PartnerStack with a few clicks inside Reveal
- Track the lead and automatically reward partners when it closes.



The screenshot shows a form titled "Refer Netaso to Vexis Solutions via PartnerStack" with the subtitle "You're submitting a lead to Vexis Solutions". The form includes a "Referring user" section with two input fields containing "Charlie" and "R.". Below this is a section titled "Please fill in the lead details" with the following fields: "Company" (Netaso), "Company Size" (500-100), "Contact" (Kaylyn and Randolph), "Contact Title" (VP Sales), "Contact Email" (kaylynrandolph@netaso.com), and "Notes" (Notes). At the bottom, there are two buttons: "Cancel" and "Refer lead to Vexis Solutions →".

“ You need to be able to identify the right accounts to go to market with your partners, **refer** those accounts in each direction, **track** those accounts through to close, and **reward** your partners appropriately. This critical workflow was incredibly hard to execute, now we’ve made it a whole lot easier. ”



Daniel Lancioni
Partnerships Global Senior Director
Reveal

Final tips to leverage Nearbound's power.

This handbook is a guide to leveraging hidden opportunities within your ecosystem, and is the first step for you to highlight the [power of partnerships](#), so we recommend you to:

- **Use filters.** Leveraging them is the only way to obtain “personalized” results that will help you find the information you’re looking for, and enable your teams with actionable data.
- **Have quarterly meetings with your teams.** Explain to your teams how partnerships can help them achieve their goals, and enable them on ecosystem data. Don’t forget to have evidence: create a deck, build use cases, and explain the value proposition of partners/integrations that adds value to your solution.
- **Technology is your best friend.** Automate your processes and use tools that not only save countless hours of manual work and avoid [security risks](#), but also start creating this shift in mindset towards trust and collaboration between companies and teams [#WhoSharesWins](#).
- **Use your team’s language.** You need to shift the conversation to this not being just about partnerships data, but Nearbound. If you’re talking to your Sales team, use words as leads, opportunities, and deals, and how you obtained that intelligence and signals from your ecosystem. Nearbound will resonate better than just talking about partnerships.

We're here to help you get that seat at the revenue table that you deserve, and we want to hear about your Nearbound wins.

@ [Contact our team](#) to see Nearbound in action.

[in Reveal on LinkedIn](#)

Reach us on LinkedIn and join our community of partnership pros to share your stories and learn more about Reveal.

[Collaborative Growth Academy](#)

Reveal's online learning hub with free online courses, masterclasses, and templates for partnership pros at all stages of your career.

[The Society](#)

Join our community of partnership leaders to connect with other partnership pros, know more about the B2B industry and Reveal's upcoming events.





Today, we live in a world where all GTM channels are saturated, where inbound and outbound are getting less and less efficient.

The solution?

Nearbound.

The top GTM channel that turns valuable ecosystem data into exponential revenue.

Leveraging the companies “near you” that have already purchased another technology in your ecosystem, not only generates 2x more revenue, but also gives you access to EQLs and buying signals.

Ecosystems and partnerships are gaining momentum. To ensure success, they need to be embedded into every department: Sales, Marketing, Product, and Customer Success.

With Nearbound, we’re writing the next chapter of GTM.

We want to thank Partnership Leaders for being the catalyst of the Nearbound story, PartnerHacker for helping us make partnership professionals the center of this GTM revolution, and our experts at Reveal that contributed to the creation of this handbook.

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