

 DEMO DAY — JULY 30, 2026

# PartnerStack's AI-Powered MCP

A hands-on look at the newest features transforming how partner managers work — hosted by Partner Playbooks.

## Host

Justin Zimmerman  
Partner Playbooks

## Guest

Mike Roper  
PartnerStack

## Focus

AI-powered MCP & Skills Marketplace

SESSION GOALS

# Why You're Here



## Evaluate PRMs

See the latest features before you buy



## AI in Practice

Watch real AI-powered partner workflows live



## Connect

Network with other partner professionals

ABOUT PARTNERSTACK

# Full-Service PRM Platform

End-to-end partnership relationship management — built for B2B SaaS organizations across every partner type.



## AI Visibility

LLM citation & AEO strategy



## Commission Payouts

Automated, compliant, on time



## MCP Integration

Works inside your AI tools

## Partner Types

- Affiliates & Referral
- Resellers & Co-sell
- Agencies & SIs

✦+ NEW FEATURE

# Skills Marketplace

Pre-built AI instructions from partnership experts — the new playbook of partner management.

## What is a Skill?

A set of instructions uploaded to your AI assistant — triggered when you prompt it for partner data tasks.

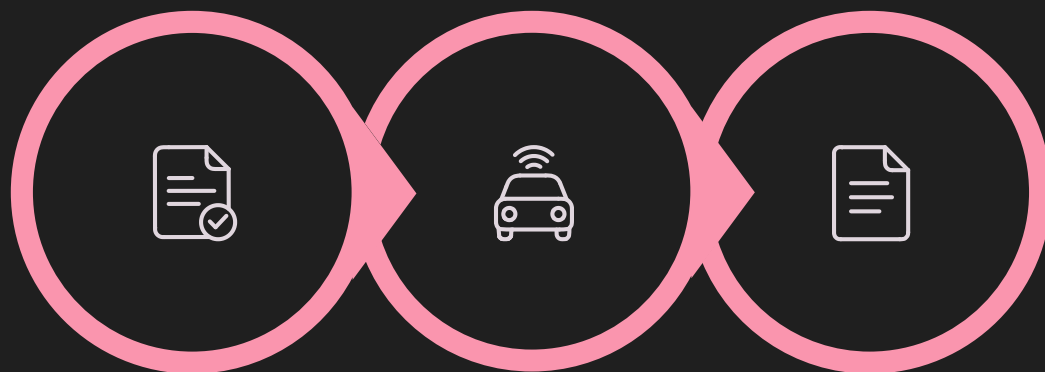
## Open Source Library

Anyone can submit a skill. PartnerStack verifies it, then it goes live for the community.

## Push-Button Playbooks

Bundle your processes, run them on demand — no rebuilding workflows from scratch.

# Build Your Program from Scratch



**Input Company**

**AI Benchmark**

**One-Pager**

Benchmarks Apollo, ZoomInfo, Lendlist — all publicly sourced data — into a single digestible document.

## The Skill Asks You:

- What does your company do?
- Who do you target?
- What partner types do you want?

Perfect for partner managers starting at a new company in a new vertical.

MCP DEMO — STEP 2

# Define Your Ideal Partner Profile

Attach benchmarking output → run the **IPP Builder skill** → get a recruitment strategy in minutes.

1

## Input ICP

Who is your ideal customer?

2

## AI Matches

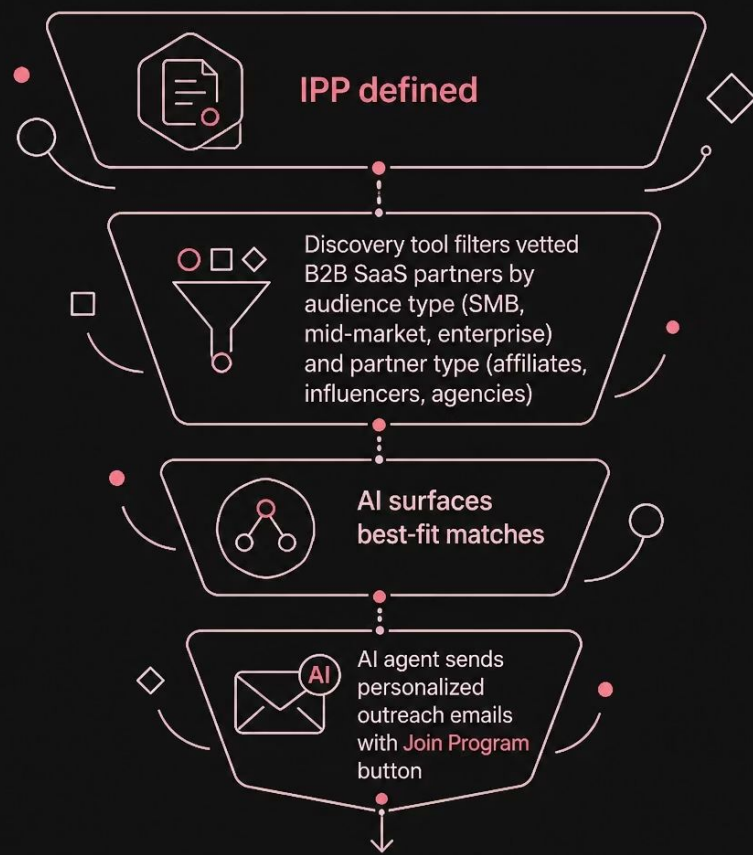
Finds partners with similar ecosystems

3

## Output

Affiliate, referral & agency profiles —  
what to look for, what to avoid

# Discover & Recruit Partners



## PartnerStack Discovery Tool

- Pre-vetted B2B SaaS partners
- Filter by audience, type, region
- AI-written personalized outreach
- AI agent recruits on your behalf

📄 Set the agent to target Canadian partners returning from holiday — that specific.

MCP DEMO — STEP 4

# Identify Top Performers

Fast-forward six months. Program is driving revenue. Now: **where do you invest more resources?**

1

## Pull Data

Affiliate & referral partner data flows from PartnerStack into Claude

2

## Surface Insights

Identify top performers, revenue driven, commissions paid — at a glance

3

## Act

Recruit more partners like your top performer **Nico** — or re-engage those who've dropped off

# AI-Generated QBRs

## The QBR Skill Asks:

- What timeframe to cover?
- Internal audience or partner-facing?
- Use your existing structure or default?

Outputs an executive summary, performance highlights, and **next steps** — ready to present.

## Key Insight

Nico peaked in 2024 — what caused the drop-off through 2026? The QBR surfaces the question and sets re-engagement goals.

Partnerships are **two-way**. Partners aren't just in it for commission.

# Partner Health Scores

Beyond referral volume — understand the *quality* of every partner relationship.



## Deal Velocity

Leads → Qualified → Demo → Closed Won



## Engagement

Email frequency, meeting cadence, CRM data

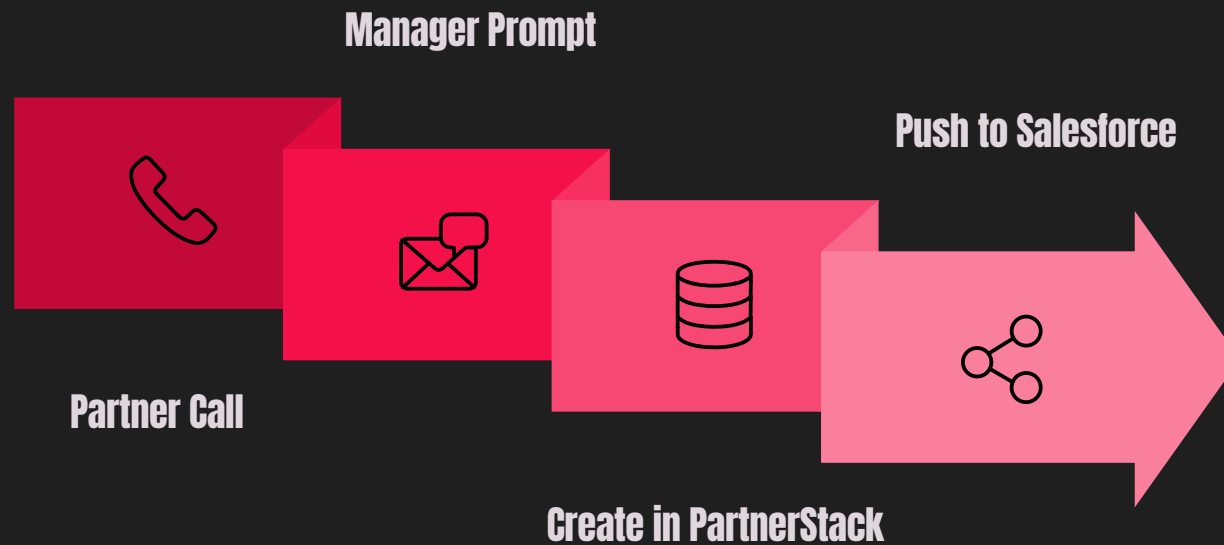


## At-Risk Flags

Dormant partners, activation failures, drop-offs

Pulls from PartnerStack + CRM + email — a full-picture rubric shared internally with your team.

# Talk Back to the PRM



Attribution tracked end-to-end in PartnerStack. When the deal closes, commission is calculated and paid automatically — no manual steps.

# Commission Payouts, Automated

01

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## Invoice Generated

All commissions from prior month compiled automatically

02

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## Finance Reviews

Permission-based access — approve, adjust, or remove line items

03

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## Partners Paid

Stripe, PayPal, or direct deposit — on time, every time

## Partner Experience First

Partners working with multiple organizations get paid in **one place** — no juggling logins across tools.

Tax & compliance handled: W-9 collection and more.

MCP DEMO — STEP 9

# Weekly Action Digest

*"This is exactly what I wish I had as a partner manager."* — Mike Roper



## Pending Applications

Approve strong fits, flag weak ones



## Commissions to Review

Top earners surfaced, ready to action



## Stalled Deals

Weekly nudge to re-engage and unblock

Delivered via Claude. Shareable to Slack. Powered by PartnerStack + Gong + Salesforce + HubSpot + email.

☆ VISION

# AI-Native Partner Management

PartnerStack's MCP lives **inside the AI tools your company already uses** — no context switching.

## Combine All Data Sources

PartnerStack + CRM + email + Gong —  
one unified view of your program

## Where Partner Managers Stay

Claude, ChatGPT, Cursor — work where  
you already work

## More Coming

Dev team continuously shipping new  
functionality and integrations

# What's Next

## Want a Personal Demo?

Walk through your specific program, payout structure, and MCP setup with the PartnerStack team.

→ [Connect with Mike Roper](#)

## Keep the Conversation Going

- Join the PartnerStack networking lounge
- Share your AI workflows with peers
- Explore the Skills Marketplace

Hosted by **Justin Zimmerman** · Partner Playbooks