

K1 CASE STUDY

Scalable Partnerships Revenue Model for SkillsTX

How a fast-growing international SaaS training company built a structured, incentive-led partner programme — and opened the door to Hyperscaler co-selling.

CLIENT

SkillsTX — Passion for Potential

SERVICE

Commercial Partnerships Programme Design

Overview & Challenge

Where SkillsTX started, and what stood in the way of scalable partner revenue

OVERVIEW

SkillsTX is a fast-growing, international SaaS training company with a global customer base. Partnerships were identified as a strategic growth lever, with the ambition of driving up to 50% of total company revenue through the channel.

The goal was to elevate the existing partnership programme structure, put professional agreements and incentives in place to grow revenue from existing partners, and begin building a relationship with Microsoft as a Hyperscaler partner to co-sell into enterprise accounts.

THE CHALLENGE

SkillsTX already had a number of business partners — but with no structured programme or incentive model in place, growth was limited. There was no consistent enablement motion, and no structured path to co-selling with strategic vendors.

- 1 Generate consistent revenue from existing partnerships
- 2 Create an incentive structure that motivates partners to sell consistently
- 3 Strengthen the commercial partnership programme so revenue can scale
- 4 Engage Hyperscaler partnerships with limited internal resource

The Approach

Partnering with K1's channel experts to build a structured, scalable model

SkillsTX worked with K1 Channel Consulting's partnership experts to align the partnerships revenue strategy, develop a structured commercial partnerships model, implement new partner incentives, and set the business up to scale revenue via partnerships.

OBJECTIVES

1

Align Partnerships With Revenue Goals

Connect the partner strategy directly to SkillsTX's wider commercial growth targets.

2

Build a Structured Commercial Programme

Design a repeatable model to onboard and drive revenue with new partners.

3

Prepare for Hyperscaler Engagement

Get the organisation ready to professionally engage and co-sell with Hyperscaler partners.

The K1 Consulting Model

A three-step methodology to build and launch the commercial partnerships programme

1 WORKSHOP

- Conducted a series of workshops to plan the channel sales roadmap and partnership objectives
- Set up the SkillsTX foundational partnership model
- Identified business partners across international markets to drive revenue

2 PROGRAMME BUILD

- Created partnership tiers
- Built SaaS partnership agreements across the commercial model

3 PARTNER RECRUITMENT

- Recruited revenue-generating business partners
- Onboarded strategic white-label partnerships aligned with SkillsTX's GTM and product objectives

Outcome

With the Commercial Partnerships Programme in place, SkillsTX now:



Scalable Commercial Model

A repeatable model in place to grow partnership revenue globally.



Diverse Global Partner Base

Partners with revenue-generating partners, product integrators, white-label and GTM partners.



Investor-Ready

Well prepared for investor conversations that will fuel continued growth.

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If you need expert advice on growing your channel revenue and transforming your partnerships business into a modern, effective partner programme, talk to K1 Channel Consulting.

MATTHEW BURROWS

CEO & Founder, SkillsTX

K1 VALUE PROPOSITION

De-risk your partnerships revenue strategy, execute with confidence, and turn partnerships into a predictable revenue engine.

K1 CASE STUDY — SKILLSTX