# **Agency’s White-Label Partner Evaluation**

This doc will guide you through the process of selecting the ideal white-label partner for your agency. It focuses on critical questions and evaluation criteria, ensuring you make an informed, strategic choice that aligns with your values and objectives.

## **Section 1: Identifying the Right Criteria**

### Partner Experience

* What industries have you worked with?
* Can you share case studies of similar projects?

### Pricing Transparency

* What does your pricing structure look like?
* Are there additional fees for rush projects or revisions?

### Quality Control

* How do you ensure quality control?
* Do you have a dedicated QA team or automated systems in place?

## **Section 2: Spotting Red Flags**

### Hidden Costs

* Are there additional costs not outlined in your proposal?
* Can you provide a sample invoice to clarify the charges?

### Communication Practices

* How will you keep us updated on the project's progress?
* Will we have a dedicated account manager or point of contact?

### Handling Challenges

* What happens if challenges arise?
* What is your revision policy?

## **Section 3: Aligning Expectations and Managing the Partnership**

### Setting Goals

* What are our SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound)?
* What are the partner's proposed deliverables and timelines?

### Building Feedback Loops

* What is your onboarding process?
* How do you incorporate feedback into your workflow?

### Promoting Transparency

* What tools or platforms are used for project tracking?
* How do you handle transparency in updates and communication?

## **Section 4: Action Plan**

* Review Your Notes: Go through the worksheets to assess the strengths and weaknesses of each potential partner.
* Evaluate Fit: Consider compatibility with your agency’s goals, values, and workflow.
* Rank Partners: Use a scoring system to rank your top choices.
* Schedule Final Discussions: Organize follow-up meetings to address any lingering questions.

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To simplify this process even further, remember that [Geeks for Growth](https://geeksforgrowth.com/white-labelling/white-label-design/) provides:

* Industry Expertise: Proven success across diverse sectors.
* Transparent Pricing: No hidden fees, ever.
* Reliable Communication: Real-time updates and dedicated account managers.

Visit [Geeks for Growth](https://geeksforgrowth.com/white-labelling/white-label-design/) to explore how we can elevate your agency’s capabilities and deliver exceptional value to your clients.