



## 2022 Challenge Puzzle

---

We are looking to understand your approach to new initiatives, strategic thinking and how you would build a new partnership program. Please answer the following questions, as if you worked at MDI Health as a business development intern:

1. What is the profile of the **client** you think we should be reaching out to? (company size, industry, position, etc.)
2. What is the profile of the **partners** you think we should be reaching out to? (company size, services they offer, etc.) What are some of the characteristics of a good partner? How would you check for that?
3. Tell us about an extraordinary relationship you've built during your school / career / life with a non-colleague of yours? How would you suggest building such relationships with partners? What's the key for maintaining it?
4. Please prioritize (rank 1-6) the following tasks in partner management day-to-day; explain your prioritization and the logic behind it.
  - a. Answer your partners' product-technical questions
  - b. Get on a call with a potential 5000 patient deal with one of your resellers to assist them closing the deal
  - c. Search for more clients to engage
  - d. Create more sales materials
  - e. Schedule a leads generation guideline for your partners
  - f. Work with our R&D team on solving customer's problems with the product that partners have reported to you.

**Note:** If you make any assumptions in any of your answers, please have them written down.

**Bonus:** What is something interesting about you (or that you have done) and what are you passionate about?