

DESIGNING POWERFUL PARTNERSHIPS

WHAT:

partnership

noun

a relationship between two or more parties to pursue a set of agreed upon goals or to meet a business need while remaining independent organizations. This model of cooperation can vary in its level of formality, from a simple cross-promotion to a more sophisticated strategic alliance or joint venture.

Partners may provide resources such as products, distribution channels, manufacturing capability, project funding, capital, knowledge, expertise, or intellectual property. The alliance is a cooperation or collaboration which aims for a synergy where each partner hopes that the benefits from the alliance will be greater than those from individual efforts.

WHY:

Quickest, easiest, most cost-effective way to grow your visibility, fan base and followers (grow your database)

HOW:

1. CULTIVATE RELATIONSHIP VS. ASKING FOR A FAVOR

WHAT DOESN'T WORK: Picking up the phone and asking someone to shoot out an email to "their list"

WHAT DOES WORK: Getting on the phone and cultivating a relationship with someone that allows you to grow that relationship over time.

Remember, it may not be that everything about the partnership is clear after the first conversation. This is about cultivating a relationship and sometimes that can take time.

2. DON'T GET HUNG UP ON THE SIZE OF SOMEONE'S LIST

WHAT DOESN'T WORK: Asking the question "how big is your list?"

WHAT DOES WORK: Asking better questions like...what's your relationship with your customers? How responsive are your members? What have you done lately for your clients? They're people not numbers.

3. COME FROM A PLACE OF SERVICE

WHAT DOESN'T WORK: Assuming to know what they want (i.e. to build their list)

WHAT DOES WORK: Asking "what's on your docket for this quarter/year?" What are your goals and objectives so that I can better support you in what YOU ARE WANTING?

WHAT DOESN'T WORK: Making it about "what's in it for me"

WHAT DOES WORK: Making it about "how can we both win?" and being INTERESTED in that other person and their needs at that moment.