

Strategic Partnerships/JV's for Small Business

How To Prepare For and Look Attractive to Strategic Partners

My Story - Putting Bums on Seats



- I value efficiency
- So I started searching for Partners instead of clients in 2003
- I've made thousands of Partner Calls
- I've created Millions for the companies I've worked for
- I've managed hundreds of Partnerships
- I've built frameworks to handle volume
- I love to solve problems and
- Make New Friends





My First Ever Partnership Took 6 Months and Brought in <u>732 Leads</u> in an hour! I was hooked!!





Affiliates



Content Partners Blog Contributors



2 Way Referrals



Webinars



Speaking Opportunities



Some 'Out of The Box' examples

- Beauty Salon and Financial Planner
- Mortgage Broker and Coffee Shop
- Car Sales and Portrait Photography

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There is no end to the businesses you can partner with... if you get creative.

Benefits of Partnering

















Increase the Multiple

Before You Even Think About Strategic Partnerships..do these things!





Make sure you have a great Lead Magnet/Freebie/Opt-In/Taster etc



Facebook Pixel



Nurture Sequence - Have a series of emails which builds trust



Video - Have it on your about page and your LinkedIn Profile



Brainstorm Your Perfect Product and Services Partners

- What Complements Your Core Offering?
- What do people need before you?
- What do they need after you?



Providers

Now that you have your list of products or services you will need to create another list of who provides those products or services...rate them from top to bottom.

You will need to do a bit of stalking:)









Subscribe (No List, Move on!)





Repeat for 10 Prospect Partners

What have you learned?



- Do they email their list? If so how often?
- Did you notice that they offered someone else's product or service to you? If so make a note of who they promoted this could <u>lead you to another partner</u>.
- Did they provide value through their emails, rate it on a scale from 1 to 10.
- Did they provide value in their lead magnet, rate that from 1 to 10 too.
- Does their messaging feel right to you?
- Does it align with their values? More importantly does it align with yours?





There is no Partnership that has to be done.

Connecting



Now that you have a shortlist of people that rate highly, have a lead magnet and provide value it's time to kick it up a notch.



Connect



Follow and Share

Practise Your Pitch!!



- What are the benefits of them partnering with you?
- Who are you?
- What are your values?
- Who do you help?
- What do you help them with?
- Anything else that stands out about your company versus a competitor?

Prepare Your Post Call Email Template





Canned Response

- Re-iterate the benefits of partnering
- What are the next steps
- Don't sell the sausage sell the sizzle



Support Your Success



Eat The Frog For Breakfast



Bribe Yourself



Fine Yourself



TAKE ACTION!!!

Pick the company you are going to call before the hour is up.
Go through their website/LinkedIn/YouTube
Channel and look for things like...

- Testimonials
- Values
- Team
- About page
- Any products or services they offer

You Will Need To Know...

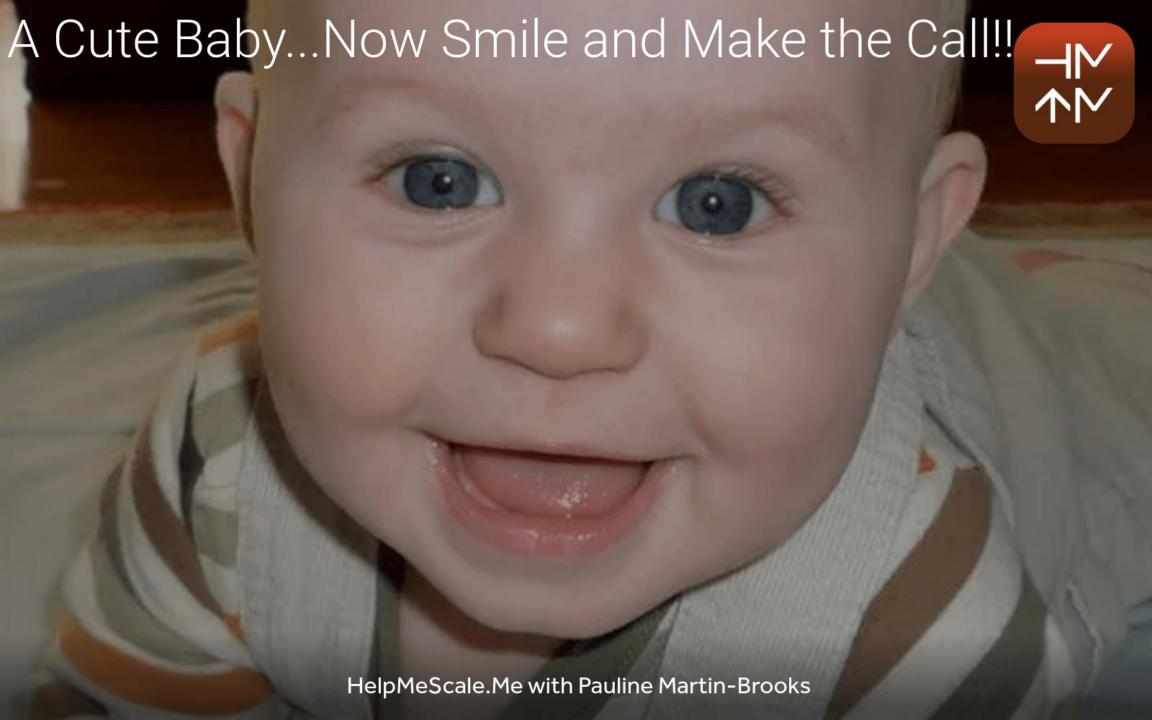


- What the company does
- Who their raving fans are
- The quality of their lead magnet
- You are willing to share it
- lf not repeat until you find one that you will

Before Making The Call...Smile and Imagine....



- Them smiling back
- Think of how great this partnership will be
- Now happy your clients and theirs will be
- Think about future, bigger collaborations and connections
- Smile and hit the call button...still nervous...?
- Then think of



Build Rapport!!



Wait for them to say hello, listen to how they say it - do they sound rushed?

Do they speak slowly or quickly?

Noises in the background.. Are they driving?

Pick up anything you can - this is the art of listening.

Match their speed when you respond.

Send the follow up email





Do a happy dance... that's the hardest part over!

HelpMeScale.Me with Pauline Martin-Brooks





The Fortune is in the Follow Up

Keep Exploring



The more you know about each others business the easier it will be to create a win win Partnership.

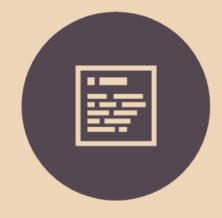
I like to go for the Win Win Win Partnership!

Which type will you do?









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Contributors



Speaking Opportunities



HelpMeScale.Me with Pauline Martin-Brooks

Webinars

Keep Communication Open!!!



- Make Sure You Both Know What The Next Steps Are
- When They Are To Take Place
- Who is Responsible
- Measure
- Tweak
- Repeat
- Measure Tweak Repeat



BONUS - How To Build Instant Rapport

HelpMeScale.me/bonus2017

Photo Credits

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