Strategic Alliance Success Framework - Summary





Identify **Partner**



Identify Value



Outreach



Making a Deal



Mountain

- What
- Who
- How

Goals

Commercial

- Paid
- Reciprocal
- Joint Venture
- Commission/ Affiliate
- Contra/Service Exchange
- Lead Sharing

Brainstorm

- What
- Before
- After
- Related
- Who
- Recreation
- Education
- Media
- Associations
- Other

Research

- Organisation
- Specific Contact(s)
- Mutual Contacts

Shortlist

WIIFT

- What sell more
- Who get more
- How make this easier
- Other

Your Goodies

- List size
- Expertise
- Authority
- Platform
- Connections
- Fast Track
- Problems Solved

Icebreaker

- Network
- Mutual Colleague
- Cold Lead

Trust Building

Presenting Your Value

- Seek first to understand
- WIIFT

Ongoing

Getting to Synergy

Starter

- Win / Win
- Start Small & Easy
- Low Stakes

Financials

Roles & Responsibilities

Who Owns What

Document

Email

Scale

- Heads of Agreement
- Affiliate Agreement

Launch & Manage



Pilot before Scale

- Agree Comms
- Report
- Contact People
- Team
- Troubleshooting
- Who

Maintain Win / Win



Review /





Be Prompt

Get Relevant Payment Details

Use Tech Where Possible

Bonuses

Celebrate

Manage



Relationship

- Stav in touch
- Don't be "fairweather friend"

Planned Spontaneity

- Anniversaries
- "Just Because"

Share Wins

Client successes





- Treat like a client
- Milestones

