

Building Business Partnerships

*Business
Issue*

The cost of acquisition versus retention is a well-known fact - it is much more expensive to acquire new clients than to retain current clients. In much the same way, substantially more time and energy is required to fix internal relationships where constructive and collaborative practices are not in place. Partnering strategies positively impact all aspects of building, maintaining and enhancing business relationships, including vendors and alliance partners. By fully leveraging the opportunities made available through effective partnering strategies, your business will profit from better solutions, lower costs, higher revenue, and more successful projects.

*Advance
Consulting
Solution*

Working consultatively, as a partner, enables your people to produce the best results possible under all circumstances. This is a business planning session from which participants walk away with a plan outlining how they will build a stronger partnership with a specific client.

Building Business Partnerships focuses on how to optimize client relationships – a key measure of success. Participants learn to understand the value of partnering, establish clear expectations, and identify actions to develop partnering strategies. Furthermore, they learn that partnerships are driven by elements such as common goals, values, trust, commitment, open communication, and collaboration. Finally, they understand that joint accountability and responsibility are essential to working as a partner.

*Program
Content*

- ◆ **Levels of Partnering:** Participants learn to define partnering categories and their associated attributes, and ways to be effective based on the client's needs, budget, cost, and service expectations.
- ◆ **Partnering Factors:** Participants assess and rate their current business partnerships through:
 - **Common Goals** – how to recognize, focus and commit to the higher, overarching goal
 - **Common Values** – how to determine what is mutually important and work together despite differences
 - **Open and Complete Communication** – the key to working through difficult times
 - **Trust** – dependent on integrity and reliability, and often the deciding factor in determining partnerships
 - **Commitment** – what it looks like and how to obtain it
 - **It Works** – the overall sense of mutual respect, chemistry, and collaboration
- ◆ **Strategy and Action Planning:** Throughout the workshop, participants will analyze and build a strategic action plan in which they can build a specific business partnership.
- ◆ **Online Reinforcement:** Selected and content-specific reinforcement approaches are available from our library of online tools.

(continued)



Building Business Partnerships *(continued)*

<i>Target Audience</i>	For those who are involved or want to develop long-term relationships with their clients or vendors (i.e., salespeople, project managers, internal partners, vendors, and consultants). This is a business planning session from which participants walk away with a plan outlining how they will build a stronger partnership with a specific client. This session can also be conducted with project teams and individuals who are partnering on projects together.
<i>Program Delivery</i>	<i>Building Business Partnerships</i> is delivered in a one-day, interactive format. Deluxe Options: May include customization, consulting, and action learning sessions.
<i>Learning System Approach</i>	Our team will work with you from launch through implementation and reinforcement. Our goal is to ensure that the skills and tools learned are applied and integrated with your methodology and processes to achieve your business results.
<i>Business Results</i>	Client Retention and Satisfaction <ul style="list-style-type: none">◆ Maintain and enhance business relationships by implementing partnering strategies◆ Heighten trust and loyalty through open and complete communication and collaboration◆ Clearly understand clients' needs, issues and strategies, and focus on common goals Process and Productivity Improvements <ul style="list-style-type: none">◆ Go beyond symptoms to uncover root causes of conflict in relationships◆ Identify how best to use the team and resources to achieve optimum results◆ Determine most effective way of working with clients depending upon level of partnership Identify Opportunities and Grow the Client Relationship <ul style="list-style-type: none">◆ <i>Building Business Partnerships</i> strengthens trust and loyalty, translating to long-term client engagements◆ Partnering skills deepen levels of conversation, enabling better understanding of client's business needs◆ Questioning and listening skills enable greater insight for solution ideas and additional opportunities

Advance Consulting is a professional development firm that specializes in helping people build powerful, influential partnerships with internal and external clients. Our mission is to increase productivity, customer satisfaction and overall profitability. Through state-of-the-art consulting services and workshops offered throughout the U.S. and internationally, we teach professional and technical experts the behaviors and practices that enable them to work as consultants and trusted business partners.

For more information, please contact Advance Consulting at 831.372.9444, email advanceinfo@advanceconsulting.com, or visit us on the web at www.advanceconsulting.com



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