



Establishing Strategic Partners

Establishing Strategic Partners is probably the most effective way to increase business today. A Strategic Partner is another business owner / executive that works with the same type of clients you do but provides a complimentary service. The steps to establish strategic partners include:

- 1) Identify who your client is
- 2) Identify what services you are best at providing that client.
- 3) Identify what services your clients also need that are provided by other professionals
- 4) Design a sales presentation / brochure that highlight who your clients are and what services you offer them.
- 5) Meet one on one with potential strategic partners to see if they are a good fit for you and your clients.
- 6) Establish the method by which you will communicate with your strategic partner.

Over the next few blogs I will be going into greater detail on all of the above steps to establish strategic partners. I will also take this discussion to the next evolution of working with strategic partners which includes:

- 1) Partnering with your Competition
- 2) Joint marketing with Strategic Partners
- 3) Finding strategic Partners through Networking and Associations
- 4) Hiring Strategic Partners as Sub Contractors.

Why am I spending so much time on this topic? The rewards of establishing effective strategic partners provide huge benefits to you, your clients and your community including:

- 1) You have the ability to determine your niche in life – that specialty that you excel and enjoy working in.
- 2) Your efforts to reach target clients are easier because you have more narrowly defined who they are. (Easier to market yourself)
- 3) Your clients benefit greatly not only by your expertise but by your referral to other professional services they need.
- 4) You learn from working with other professionals a greater knowledge of your clients needs and how each of your services affect the others.
- 5) You are providing a team of professionals to your clients whose number one focus is their success.
- 6) The more successful your clients and strategic partners are the more successful you will be. Everyone benefits.

Get Fit Tip: Establishing Strategic Partners allows you to be surrounded by success. Your Success, Your Client's Success and Your Strategic Partners Success.

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