



Collaborating with Other ConnectWise Partners: How to Partner for More Profits and Fewer Headaches

Mark S. A. Smith
 Outsource Channel Executives, Inc.
 www.OCEinc.com

What Do You Want from This Session?

- What solutions?
- What strategies?
- What tactics?
- How much more business?
- How will you know that this session has been worth it?
- What to expect...

What Is a Collaboration?

An agreement to share, at some level, resources and wisdom to the benefit of all parties.

10 Reasons to Collaborate

1. Increase profits
2. Increase customer satisfaction
3. Increase resources
4. Increase expertise
5. Introduction to new customers and markets.
6. Fill ability gaps
7. Fill credibility gaps
8. Create synergy
9. Create new products
10. Increase personal satisfaction.

Ask Yourself These Questions

- Why is it that I would want to join forces with somebody?
- What is it that I would like from another

company?

When You Shouldn't Collaborate

- When your prospective associate has a different value set
- When you provide substantially higher value
- When their reputation is questionable
- When there's no clear advantage to do so
- When it places you at risk
- Be aware of how you represent yourself
- "Partner" can imply accountability.

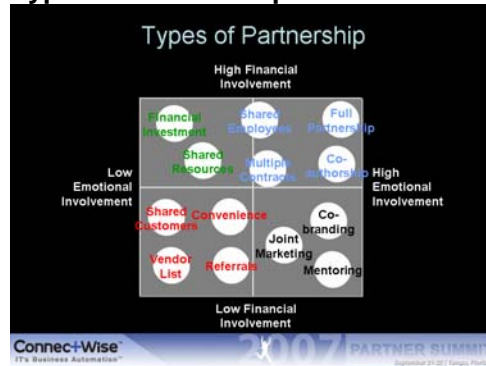
How to Find a Collaborator

- Ask colleagues
- Ask customers
- Read publications
- Check bulletin boards
- Peruse the Yellow Pages
- Network.

Levels of Partnership



Types of Partnership



The 10 Characteristics of a Successful Collaboration

- 1. Commitment**
 To the customer
 To each other
 Common goals
 Common values.
- 2. Investment**
 Invest in your People
 Invest in the Partnership
 Invest in Yourself.
- Invest in Your People**
 Hire for attitude
 Business cards for all
 Regular sales meetings
 Train everybody.

Invest in the Partnership

- Regular planning meetings at all levels
- Review all projects
- Celebrate success.

Invest in Your Yourself

- Sunrise school
- Your association
- Your mastermind.

3. Patient

- It takes time to get it together
- Work with each other
- Work with the staff
- Work with their spouse.

4. Progressive

- Who's the next customer?
- What's the next level in the association?
- Who's the next associate to bring along?.

5. Consistent

- Consistency is interpreted as longevity, credibility, and trust
- Consistent customer interaction
- Consistent marketing
- Both parties can produce.

6. Confident

- In your people
- In your product
- In your collaborator
- Testimonial letters
- Wall of Fame.

7. Assortment

- More Marketing
 Competitive advantage
 Combined value proposition
 Joint marketing.

More Sales

- Networking
- Shared leads
- Joint sales pipeline
- Shared customers
- Shared sales force.

8. Convenient

"Associates are user friendly. They are in touch, easy to reach, and do everything immediately."

- Better hours
- Faster response
- Mystery shop your partner.

9. Measurement

- Increased business
 Increased revenue
 Increased profitability
 Increased customer share
 Increased market share.
- Increased product performance
 Proprietary technology
 Plug-ins, add-ons
 Enhancements.
- Increased customer satisfaction
 More choice
 More resources
 More support
 More satisfaction.

10. Excitement

- If you're not excited about this collaboration, don't do it!

What's Your Opportunity?

Customers

Yours
Your associate

Prospects

Yours
Your associate

Your dream list?

What Outcome Do You Want?

Your outcome

Your associate's outcome

Your customer's outcome

Check for agreement.

How Will You Know When It's a Success?

Money

Skills

Industry recognition

Market penetration

Customer satisfaction

Your satisfaction.

What's Needed to Succeed?

What do you need?

How can your associate help?

What does your associate need?

How can you help?

What does your customer need?

How can you both help?

Assess each other's skills.

Assessing Skills: Business Task Ability

Strategy: Big picture thinking

Planning: Detail management,
forecasting scenarios

Management: Leading, motivating, and
supervising others

Marketing: Creating and communicating
compelling value propositions.

Sales: Creating customer relationships
and managing customer expectations

Customer Development: Growing the
market opportunities

Design: Creating a product that does the
job and can be built.

Implementation: Building the product
consistently and to specifications

Support: Fixing problems rapidly and to
customer satisfaction

Operations: Managing human resources
and physical facilities.

On a Scale of 1 to 10

Rate yourself
Rate your associate
Have your associate
rate you

Compare results for hidden misunderstandings.

Planning Business Interaction

Who does what?

Who gets paid for what?

Is this worth it for me?

Is this worth it for my associate?

Is this worth it for the customer?

How does this make us unique and
superior for the customer?.

Creating the Action Plan

What are you going to do and when are
you going to do it?

What is your associate going to do and
when are they going to do it?

What is your customer going to do and
when are they going to do it?.

What Makes this Work?

Agree on roles

Agree on control

Agree on measurement

Agree on reward.

What if You Don't Agree?

Is it a real problem?

Is it germane to the outcome?

Is it a deal killer?

Agree to disagree.

How to View Disagreements

Not as a barrier

It's an opportunity

"How did you make this decision?"

Your view is valid for you

My view is valid for me

There are 1,000 ways to be right

Do you want to be right, or do you want to
be effective?.

Plan for Conflict Resolution

Agree to be fair

What constitutes fair?

Informal mediation

Arbitration

Lawyers dead last.

How to End the Collaboration

Agree how to end the collaboration at the
beginning

Splitting assets

Splitting customers

Splitting resources

Meet once a year

"Why are we still doing this?".

What's the Best Idea You've Gotten from this Session?

Think about it

Write it down

What is it worth to you?

Pledge to act on it immediately

Mark.Smith@OCEinc.com