



# How to Build Powerful Strategic Alliance Partnerships

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## 1) Overview of Strategic Alliance Partnerships

There are many ways to get clients (donations, students, volunteers).

One of the best ways is by referral. It's free and the chances that the people referred to you will be a match since they are coming from people you know.

And a strategy that's even better than referrals is Strategic Alliance Partnerships.

Marketing one-to-one works and it takes time. Strategic Alliance Partnerships are one-to-many, so you get better results.

When you create Strategic Alliance Partnerships with people in your mobile tribe who serve the same type of client you do, but who offer a different service, you will be able to market one-to-many and grow your business faster with less effort.

Imagine you're sitting behind your computer and you get an email from a woman named Susan who says that she heard about you from William. And she goes on to say that William told her that you would be the perfect person to help her and she would like to know more about your business. This is a referral, one-to-one interaction.

Now, imagine that multiplied times 10. Multiplied times 100. Possibly even multiplied times one thousand. That is what Strategic Alliance Partnerships can do for you.

Here is a link to a post with more on this:

<http://www.fireflycoaching.com/triple-win-marketing-the-power-of-strategic-alliances/>

## 2) Examples of Strategic Alliance Partnerships

1. Nutritionist and a Personal Trainer or Gym
2. Employment Recruiter or Language School and a Relocation Agency
3. Tax Advisor and a Financial Advisor
4. Artist and an Interior Designer
5. Massage Therapist and a Hair Salon
6. Professional Organizer and a Moving Company
7. Consultant and a Trainer
8. Website Designer and a Copy Writer

## 3) Where to Find People for Strategic Alliance Partnerships

There are usually a few people you already know. Think about the people in your network that serve the same clients you serve but with different products and services.

And you can also find new partners by searching **online** and connecting **offline**.

### Online

- Facebook Groups
- LinkedIn
- Twitter using hashtags – anyone using Twitter?
- Meetup.com
- Internations.org

### Offline

- Local, In-Person Networking Events
  - Search Google Using Keywords & Your City/State/Country
- Local, In-Person Conferences
  - Search Google Using Keywords & Your City/State/Country
  - Attend conferences that your ideal clients attend (not only your industry conferences)

#### **4) How to Develop Strategic Alliance Partnerships**

Once you have a list of people you would like to partner with, reach out and propose the idea and discuss it.

This article outlines how to approach potential clients and you can use the same approach to reach out to potential Strategic Alliance Partnerships: <http://www.fireflycoaching.com/the-non-salesy-guide-to-writing-a-letter-to-potential-clients/>.

If there is interest, then schedule a meeting either in person or using Skype. The Skype like resource that I mentioned which can be used for meetings or webinars is: <http://www.zoom.us>. It's free up to 40 minutes and you can record as well.

Make it clear that you want this agreement to be structured and you want to be mutually beneficial. It's not only about helping you, more on that in a minute.

Check in frequently to see how things are going. Depending on the agreement, meet either monthly or quarterly.

#### **5) How to Structure Your Strategic Alliance Partnerships**

You need to have a structured agreement so you avoid these problems. If you don't create structure:

- The agreement is vague and undefined.
- One or both people may not fully understand what the other does.
- People get busy and forget.
- Both people may be waiting to 'get something' first before they get into action to help the other.
- One person may be more interested than the other.
- There may be a higher value for one person than the other.

The agreement can be one-way or two-way. Let me explain what I mean. It's not always the case the people are in the position to refer clients to each other.

Sometimes your services or products are sequential meaning that the services coming from the person who is referring clients to you happens connects with the client first.

When that's the case, and only one party gives referrals, that's a one-way agreement.

A two-way agreement is when you both give each referrals.

Ways to Reward Referrals from Your Strategic Alliance Partners:

- ❖ Monetary – could be a percentage of the purchase or a flat fee.
- ❖ You could give your services as a way to compensate your partners.
- ❖ You can also give gifts that you know the person likes if they aren't interested in money or your services. Think about things like: wine, dinner coupon, movie tickets, etc.

#### **6) Ways Your Strategic Alliance Partnerships can promote you, They Can:**

- Mention your company in their newsletter/ezine.
- Offer a coupon for a sample of your products and services.
- Send a letter to their clients introducing them to your products and services and perhaps offering them a special deal.
- Add your website link to their website.
- Simply tell their clients about your company when the opportunity arises.
- Invite you to write a guest blog post.
- Invite you to be on their podcast.
- Give them your promotional postcards they can display at their offices. Think about a hair salon, gym, or office.