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HOW TO SECURE A PARTNERSHIP DEAL

By Kubi Springer

SECURE THAT DEAL!

Let's Do The Work!

Write a list of the top 20 companies you want to partner with and how it can align with your brand/business:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Let's Do The Work!

1. What is your targeted company's main business objective?

2. What is your targeted company's commercial strategy?

3. What is your targeted company's pain point?

4. How are you the solution?

GET IN THE ROOM!

Let's Do The Work!

1. Where can you go to network with people that can get you in the room?

2. What events are happening that you can attend?

PITCHING

Let's Do The Work!

1. What are the key questions?

2. How are you going to create your introduction that positions you as the solution to their problem?

3. How are you going to tell your benefits like a story?

4. What are the time sensitive restrictions that you are going to put to the closing? ?

SECURE THE DEAL

Let's Do The Work!

1. What mechanism can you put in place to manage the partner's brand effectively?

2. How are you going to prove that you have the competency, procedures, system and capacity to manage their brand?

3. How will you account manage the partnership? i.e How will your report, update and evaluate the partnership?

4. What staff will be working with you?

EVIDENCE GATHERING

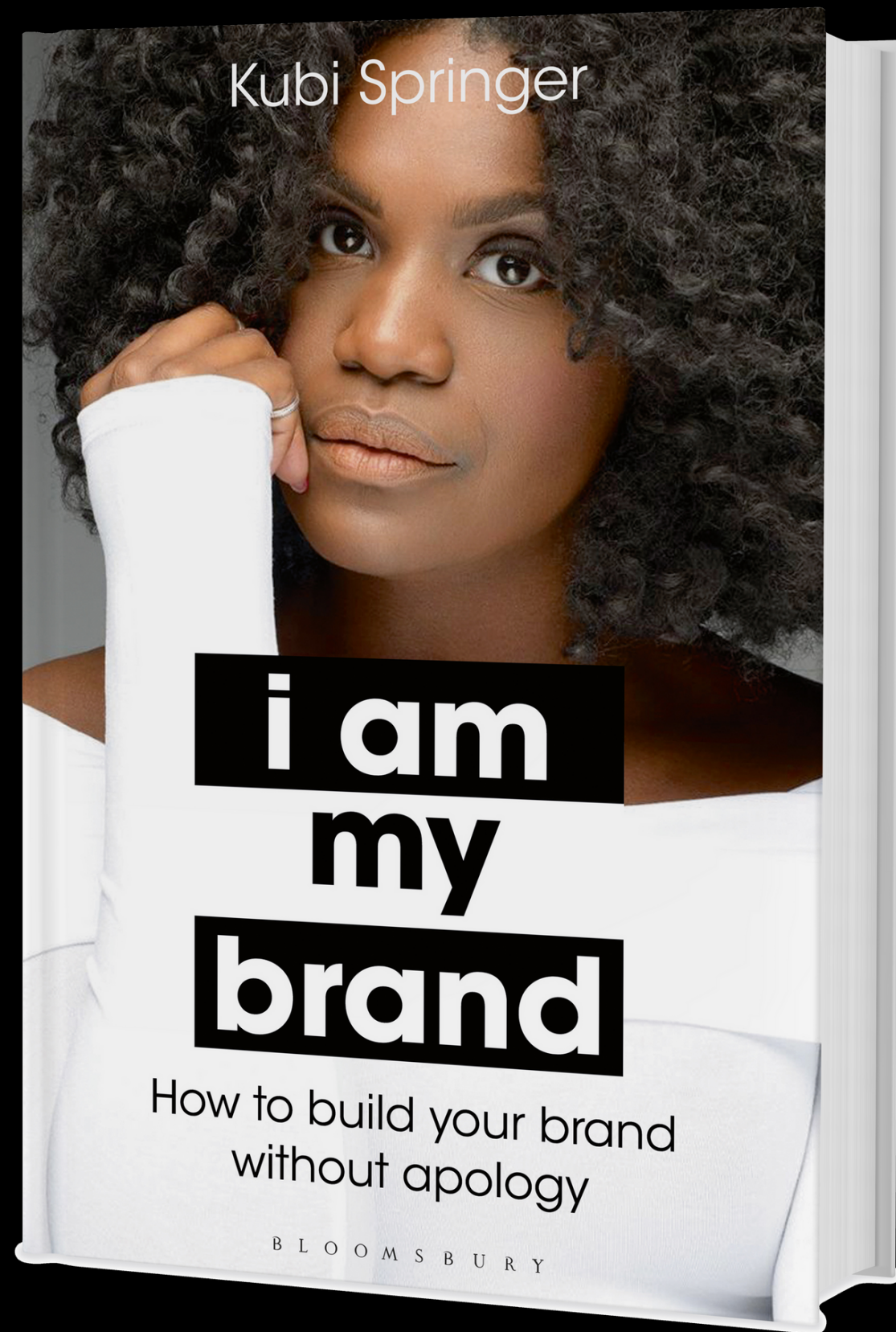
Let's Do The Work!

1. What social media evidence can you gather?

2. Have you invited the media houses you want coverage from?

3. Who can you hire as a videographer to capture the behind the scenes and testimonies?

4. Who can you ask for testimonies?



“**DEFINE YOUR BRAND**
OR THE WORLD
WILL DEFINE IT FOR YOU”

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