

Partnership Selection

Choosing the right partner is essential and clearly one where the wrong choice can have a detrimental impact on the business. There are a few points worth considering before you formalise any arrangements through expensive legal agreements.

Top tips in choosing the right partner:

1. Be clear on the purpose of the partnership from your business's perspective. Is it to access new markets, enhance your own product or service offering, or perhaps to link in with another brand? Either way, be open with the partner on why you want to link up so that they can help you to achieve your goal. In the same way, they will want to partner with you for a reason – so help them to develop a sustainable relationship by supporting their ambitions.
2. Do you share similar values and principles? Most partnerships fall apart because of a divergence in this area which increases over time causing tensions in the relationship. The expression “trust is like a piece of silk, once torn never repaired” is as true as ever.
3. Test the relationship with an informal relationship first. Assess how you work together and ascertain the benefits before you move to a formal partnership. You will realise soon if it is not the right step for your business and, as importantly, it could help inform the structure and shape of the relationship going forward.
4. Obtain some legal and financial advice. If you are formalising the arrangement, make sure you get the right advice before you move forward – it will help you avoid expensive mistakes.
5. Develop a marketing plan to launch the relationship. It is crucial that you have a joint plan so that you can maximise the impact of this new relationship.