

# Partnering for Profit & Growth



No matter your business type (start up, corporate enterprise, not-for-profit), partnership can help you increase profit, fulfil consumer needs and grow beyond your expectations.

Partnerships are a new way to see investment, growth and scale for your business.

It is important to start from the very beginning: Assessing your UPVP (unique Partnerships Value Proposition) as this will form the basis of all partnerships.

If you know the core partnership value your business has, you know what alignment is needed for successful partner match and value you can bring to the partnership.

- 1 Write 6 things you believe your business does very well.**  
Summarise it to 1-2 words for each. Examples could be: fun environment, video, balance sheets, managing conferences, transport goods.

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- 2 What are your assets?** List the areas you feel your business excels in. (e.g. Concrete Networks, Influence, Credibility, Expertise in...)

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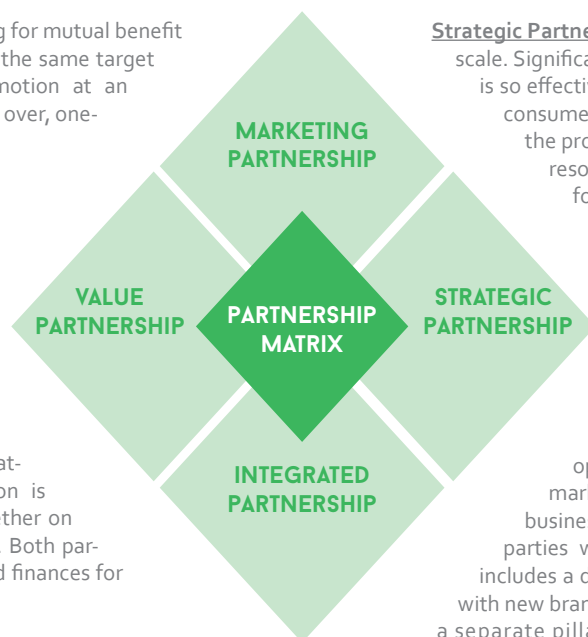
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### What is your organisation's capacity to partner?

Circle each level of partnership your organisation can legally conduct. Refer below, diamond partnership matrix.

**Marketing Partnership:** Partnering for mutual benefit of bringing value and exposure to the same target audience. Example – Cross promotion at an event/ activity, social channel cross over, one-two day campaign.

**Strategic Partnership:** Collaborate as partners on a large scale. Significant cross over of branding is evident, this is so effective in providing value to current and new consumers, it is unclear to the audience who owns the project/campaign/activity. Example – Share resources, create together the KPI & ROI for the project/activity. Contribution in operations and finances are divided, equally are the outcomes.



**Value Partnership:**

Partner together for a designated timeframe with key goals each business wishes to achieve. All related communication and promotion is co-branded. Example – Work together on a larger campaign/holiday activity. Both parties commit time & where required finances for execution.

**Integrated Partnership:**

The teaming of two expertly skilled businesses to identify and create new opportunity/ service/product based on market audience needs. A new pillar of business is created and managed by both parties with clear direction, KPI and ROI. This includes a dedicated 'joint venture' style agreement with new branding, co-resourced, co-financed through a separate pillar and outcomes are divided equally.

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### Write down 3 organisations you would like to partner with.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### Now... do yourself a favour

1. Spend 5 minutes researching each organisation listed above
2. Write 3 areas of interest for each organisation you wish to partner with mentioned above
3. Go back through these questions BUT this time, fill them out based on YOUR current knowledge of the organisations you listed above

#### Ask yourself honestly

1. Is there synergy with your UVP?
2. Do their current areas of interest and their focus match yours?
3. Does your organisation have something to offer that the potential partner needs or could benefit from for THEIR business growth?



## About Us

Ingredior is your 'whole-of-business' multi-discipline approach to strategy and operation activity for businesses in the GROWTH SCALE phase.



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