



SAVVY STRATEGIC  
ALLIANCES

**Creating Powerful, Fun & Profitable  
Partnerships**

Tara Butler Floch  
[wwwBroadviewCoaching.com](http://wwwBroadviewCoaching.com)

**BROADVIEW**  
COACHING



**It Started With A Passion...**

**As an Entrepreneur, how can I get  
my need for autonomy and  
connection met?**



AND THEN I  
MET LOU...



WHAT IS  
YOUR  
EXPERIENCE  
WITH  
STRATEGIC  
ALLIANCES?

**Pick the one that best  
describes you:**

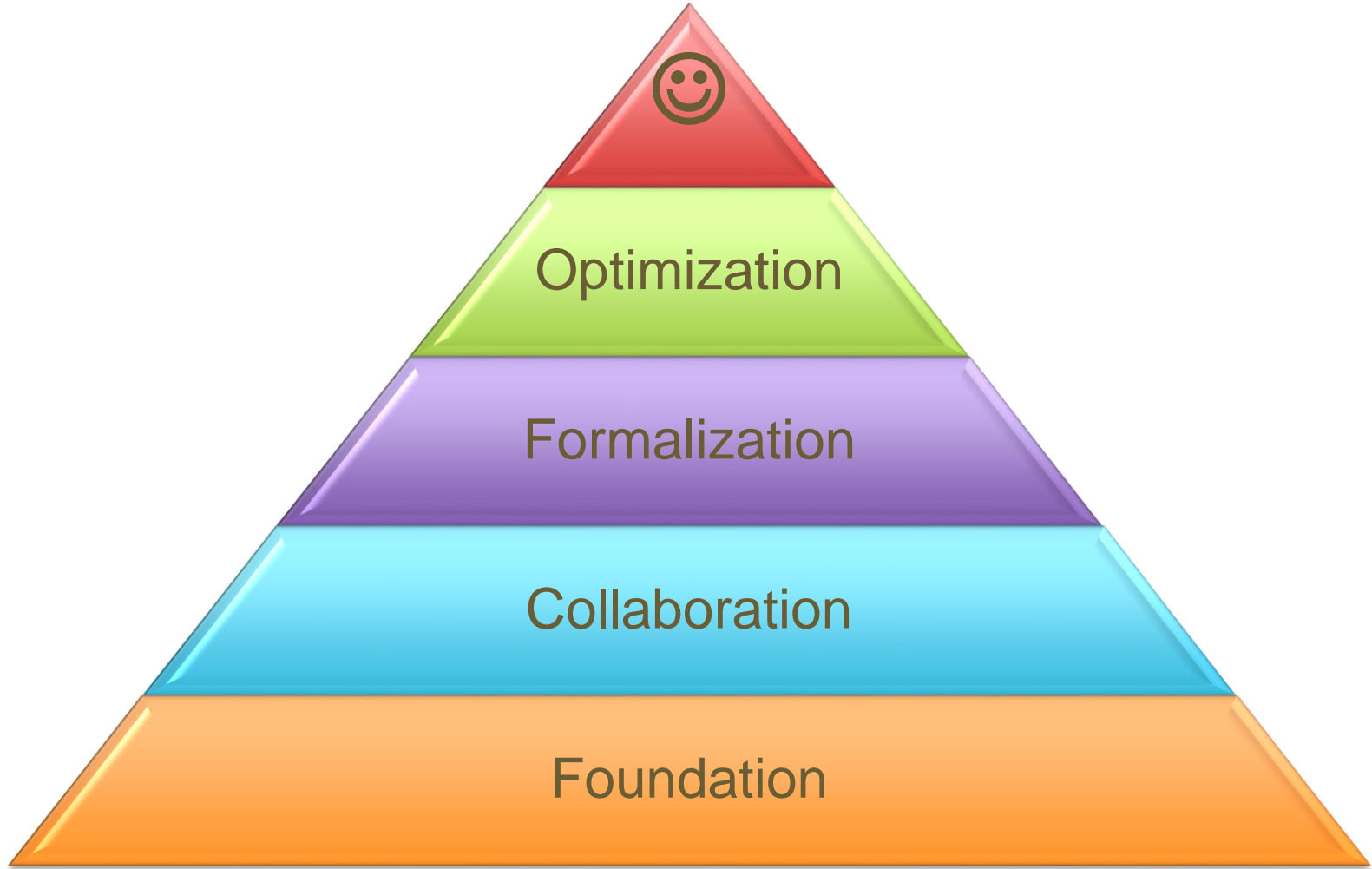
- 1) I have had success working with Strategic Alliances**
- 2) I have tried several but they haven't been sustaining and/or truly profitable (yet)**
- 3) I have tried and been very frustrated in getting one going**
- 4) I am interested in them but haven't done one yet**

# WHAT IS A STRATEGIC ALLIANCE?



**It is a *mutually*  
beneficial relationship  
with *formal*  
agreements in place  
that enhances the  
growth and prosperity  
of your businesses.**

# THE 4 LEVELS OF SAVVY SUCCESSFUL STRATEGIC ALLIANCES



WHAT'S  
POSSIBLE...



“With just one Strategic Alliance, I have increased my business by 22% in one year!

Tara’s guidance has been instrumental in creating these successful partnerships with the right people. She’s helped me be in action and improve, improve, improve!”

Mike Pazera



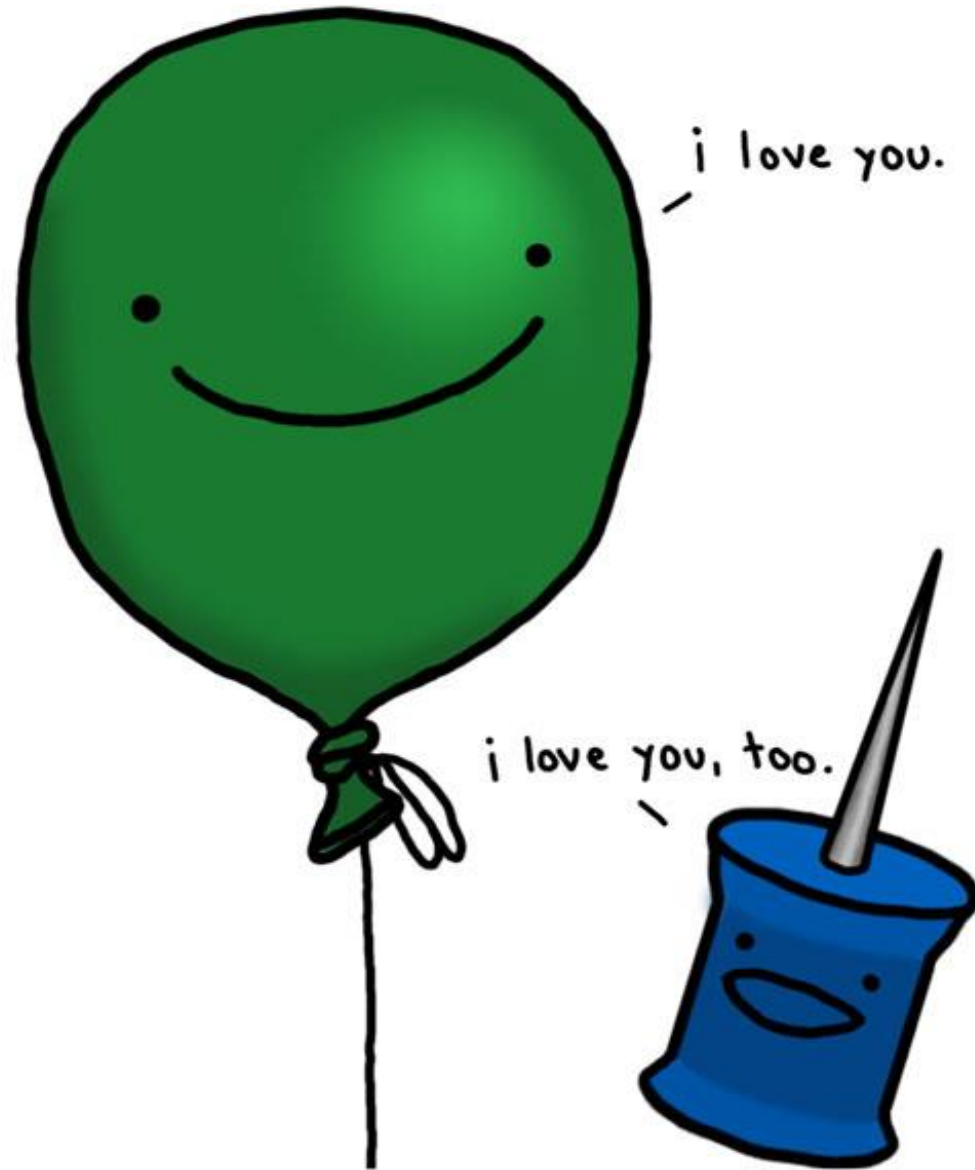
SUCCESSFUL PARTNERSHIPS =  
EQUAL ENERGY EXCHANGE





BUT NOT EVERYONE SEES IT THAT WAY!

HAS THIS  
EVER  
HAPPENED  
TO YOU?



# What are Your Biggest Challenges with Finding The Right Partner?



# BIGGEST CHALLENGES FINDING “THE ONE”

Finding Someone Who:

1. You like *who also* shares the same Ideal Client
2. Resonates with your “peeps” and vice versa
3. Wants what YOU want
4. Gives as much as they Get
5. Will work on the relationship to stay in alignment

**BEGIN  
WITH THE END  
IN MIND**

**Covey 1989**

# THE 7 C's

“Click”



# IN REFLECTION

- What hasn't worked for me when forging and sustaining Strategic Alliances?
- Knowing what I know now, how can I shift/change/grow the Strategic Alliances I currently have?
- What will I be (more) attuned to when I explore Strategic Alliances going forward?

# 6 SAVVY WAYS TO PARTNER





# REFERRAL PARTNER



- Send referrals to the other and possibly vice versa
- Could have Referral Fee of 10-30% or flat fee
- Recommended to have “warm” introduction

# PROMOTIONAL PARTNER



- Promote for the other and possibly vice versa
- Could have Affiliate Fee of 10-50%
- Recommended to provide “swipe” copy for the promotion, but to always customize it

# COLLABORATION PARTNER



- Collaborate on projects together that are mutually beneficial
- Examples include:
  - Team up for a joint presentation
  - Create a workshop together
  - Co-sponsor an event together
  - Write an article or whitepaper

# EXTENSION PARTNER



- Provide business opportunity under one company's umbrella.
- Umbrella company typically takes 30-75% cut for providing opportunity
- Recommend not to exceed 50% of your overall business.

# EXPERT TEAM MEMBER



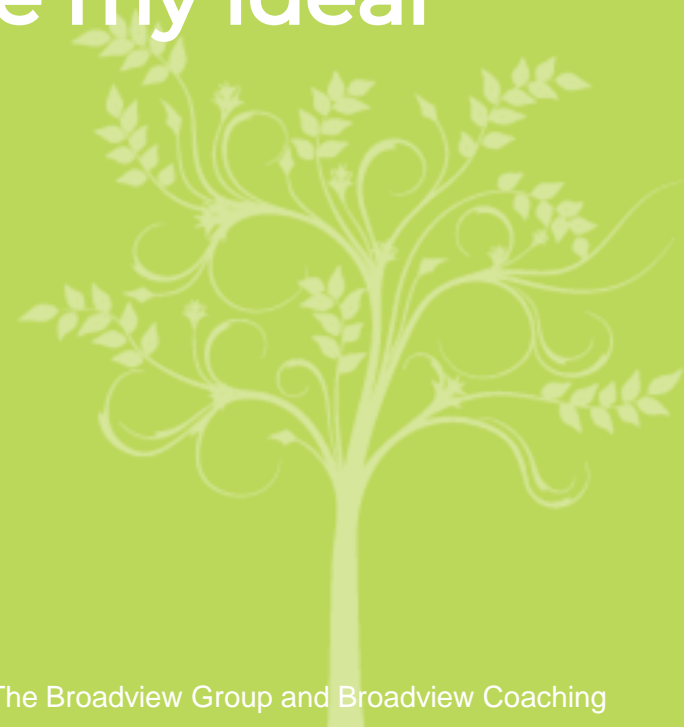
- Provides consultation and fee-for-service that are needed outside the realm of expertise of the primary partner
- Ex: An Executive coach could have a team development expert, an assessment person, and a bench of coaches on their “expert team”
- Could be included as part of your package or billed separately

# JOINT VENTURE PARTNERSHIP

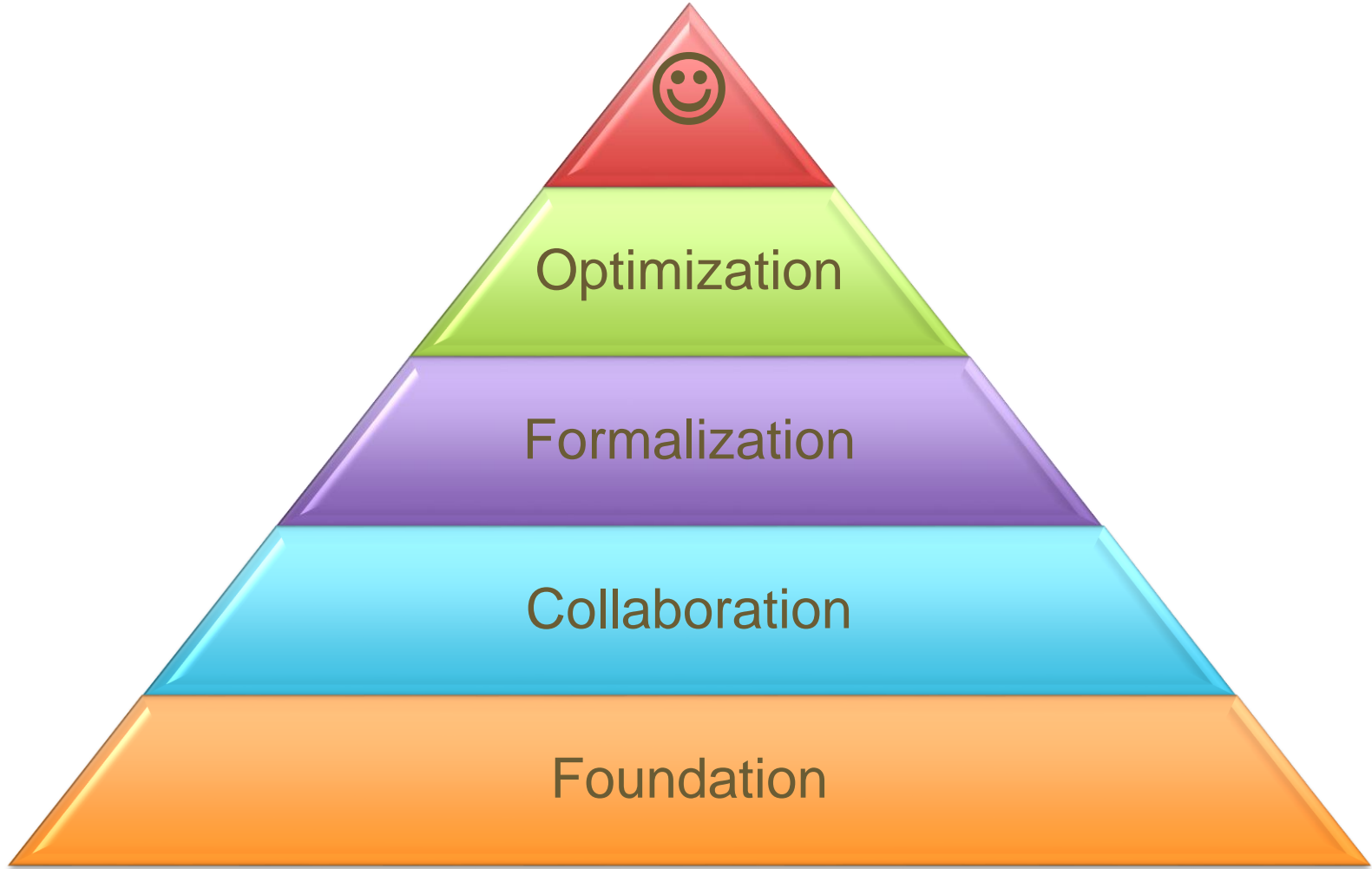
- Otherwise known as JV Partnership
- Create a legal, separate entity of which two (or more) partners have equity and investment stakes.
- Typically LLC or C Corp
- Recommended only after MUCH collaboration as Strategic Alliances in other ways

# IN REFLECTION

- What do I want in a Strategic Alliance?
- In what way would I like to partner?
- Who would potentially be my ideal strategic alliance?



# THE 4 LEVELS OF SAVVY SUCCESSFUL STRATEGIC ALLIANCES





# MAKING THE INVITATION



“I’m really impressed with what I know about you and your business and I think it would be really fun to explore whether we might want to collaborate with each other to help expand our businesses. Is that something you would be interested in exploring with me?”

# IF YES



“Let’s set up a time where we can sit down and explore this. I’d love to know more about what you do, who you serve and your personal philosophy about serving clients. When would be a good time for you to get together?”

# SETTING THE STAGE FOR EXPLORATION

“I’ve really been looking forward to talking with you about your work and see if there is an opportunity for us to collaborate together in a way that would be a win-win. I’ve put together a series of questions that will help us both get a clearer understanding of each others’ businesses and expertise and help us determine whether it makes sense to continue to explore working together”





“My goal is to determine if we both want to serve the same type of client and if our expertise compliments each other in a way that would be really powerful for our prospective and current clients. And if they do, to determine the next steps to continue to explore how we could collaborate together. How does that sound to you?”

IT DOESN'T  
HAVE TO BE  
LIKE THIS



# MY GIFTS TO YOU



A Free Strategic Alliance Exploratory  
Interview Guide

&

link to download the PowerPoint from today's  
training

<https://broadviewcoaching.com/strategic-alliances-next-steps/>

A Complimentary 30 minute Business  
Breakthrough Session

<http://broadviewcoaching.com/businessbreakthrough>



WHAT  
QUESTIONS  
DO YOU  
HAVE?



STAY IN TOUCH!



**Tara Butler Floch**

**[tara@broadviewcoaching.com](mailto:tara@broadviewcoaching.com)**

**[www.broadviewcoaching.com](http://www.broadviewcoaching.com)**

**Who is the next strategic  
alliance that will take you to the  
next level?**

