



Building Strategic Alliances

Overview

Strategic alliances allow two or more companies to build business they might not have been able to attract or handle on their own. As good as strategic alliances can be, if they aren't chosen properly, they can be murder on an otherwise strong business reputation. In this seminar we will discuss what constitutes a strong strategic alliance and how to make sure that the company you are partnering with will have an exceptional effect on your business and your bottom line.

Main Points Covered

- What a strategic alliance is
- How to decide what alliances you need to have in place
- Identifying potential partners
- Doing your due diligence
- Managing the relationship
- Rules of a successful relationship

Competencies Earned

Through the course, participants will fully understand alliances, how to attract them, and how to ensure they are mutually beneficial for everyone involved. A great strategic alliance will be profitable for everyone. By understanding how the model works, a professional can get into deals that might otherwise be inaccessible.

Time Investment

This is a one hour course and will have real world examples discussed with participants. Each participant will receive resources to use both in the course and afterwards as they start to develop strategic alliance opportunities.

For More Information:

FMWalsh & Associates
info@fmwalsh.com - 604-339-5706


SIGNATURE SERIES