

Using Creative Selling to Optimize Alliance Success

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AZtech Strategies developed the Creative Selling Methodology™ for Alliances to give our clients the tools and processes to avoid the failures discussed in our earlier post.

It is built around three best practices - a holistic framework, organization alignment and relationship mapping.

The Creative Selling Methodology™ captures the experience of over 15 years of working with alliance organizations and validated it with best-in-class companies in alliance management.

The Creative Selling Methodology™ for Alliances helps our clients

- Establish a business development planning process that is focused externally on the emerging needs of customers and markets
- Access real time market intelligence to support the planning process
- Build the right framework for the partnership that balances serving the base with creating new revenue streams
- Capture and articulate the alliance's unique thought leadership and value proposition
- Attract the attention of strategic influencers
- Insure the appropriate internal resources are allocated to support the relationship
- Socialize the alliance strategy and its value proposition to the business to secure the support of all stakeholders (sales, R&D, marketing, operations)
- Discover and nurture the full spectrum of relationships necessary to cultivate new mutual opportunities
- Provide the tools the sales force needs to execute/support the alliance's business development strategy
- Provide benchmarks for staffing and funding

We share our methodology and tools with our clients through a variety of engagements such as:

- Facilitated alliance planning workshops
 - Interactive sessions with the alliance teams and customers
 - Annual Sales Planning Meetings
- Consulting Engagements
 - Customize our alliance planning tool and assist sales teams to apply it across multiple alliances
 - Provide primary industry and alliance research to jump start the team's work to create opportunities
 - Capture and package the unique thought leadership of the alliance
 - Facilitate relationship mapping
 - Evaluate and refine internal support process to insure the client's organization is aligned to meet the needs of alliances as they create and close new business

Given the headwinds facing companies across the global today creating high performance alliances will provide a catalyst for business growth. We are confident that AZtech Strategies can add value to your organization as it seeks to optimize alliances. We'd love to talk to you about it.