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# PRESENTER

Charlette Wynn, President & CEO

**P<sup>3</sup>Delivery**  
Project • Process • Performance

## Guests:

Pete Pemantell, Lead AP/Project Director  
Holder Austin, Moody Bryson, a Joint Venture

Dr. Sancian Crawford, President & CEO  
Sancian, Inc.



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What is your Industry?

Professional Services

Manufacturing

Construction

Transportation

Financial Services & Insurance

Information Technology

Retail & Trade

Government

Health Care

Real Estate

Media & Entertainment

Other

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## Focus of today's webinar

- Types of Partnerships
- Why Partner?
- The Partnering Process
- Selecting the Right Partners?
- Positioning for Success
- Risk Management

What type of partnerships do you have?



# There are Several Different Types of Partnerships



## Why Partner?

- 1** Expand Your Reach to New Markets
- 2** Cost Savings
- 3** Bridge Gaps in Expertise
- 4** Build capacity
- 5** More Cash



**Other Reasons?**

**People + Payment = Profits**

**Partnerships + Sustainability = Growth**

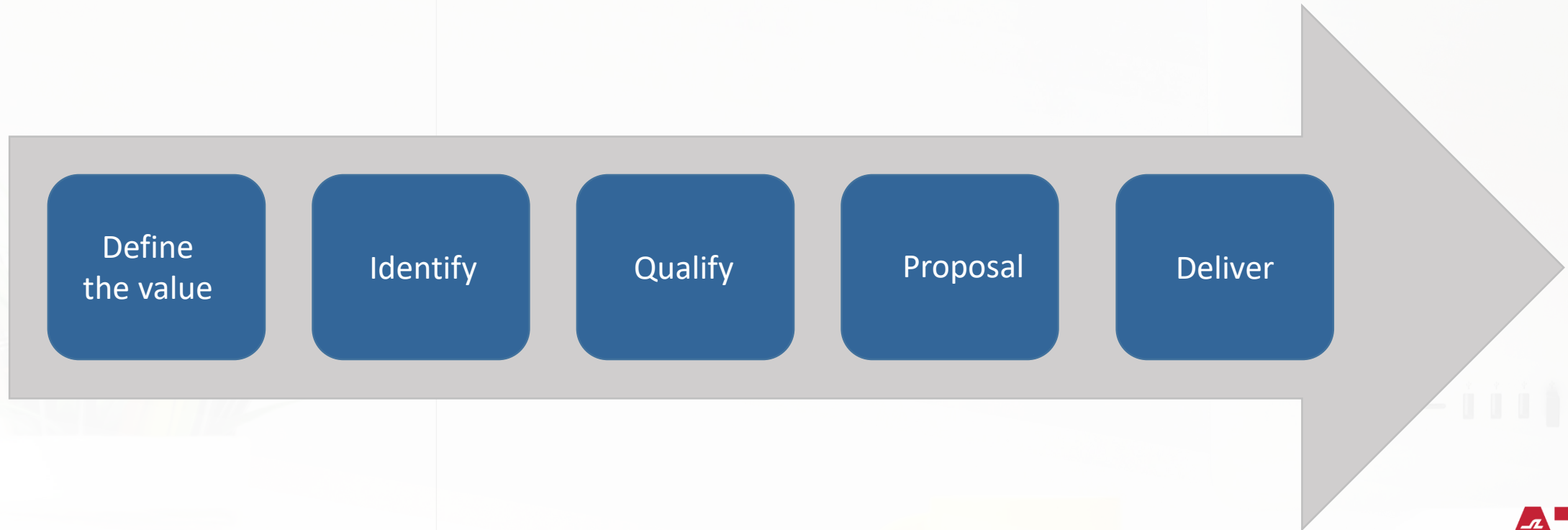


You have to be good at serving and managing people/partners  
Strong people/partners relationships yield sustainable growth (strong profits)

We are stronger together



# The Partnering Process



The partnering process is similar to the traditional sales process

# Best Practices for B2B Partnerships

## Selecting the Right Partner



- › Synergies
- › Short and long-term needs
- › Similar goals
- › No conflicts of interests
- › Availability
- › Common practices

# Seven Attributes for a Great Partnership

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1

Supportive – all in the relationship work hard

2

Rewarding

3

Cohesion

4

Open

5

Catalyst – both sides can grow and still be successful

6

Morale

7

Service

# Best Practices for B2B Partnerships

## Risk Management



- › **Non-Disclosure Agreement (NDA)**
- › **D&B Credit Check**
- › **Understanding of Labor Categories and Pricing**
- › **Understanding/Agreement of Terms**
- › **Practices and Policies**
- › **Business Continuity Plan**

We are stronger together





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