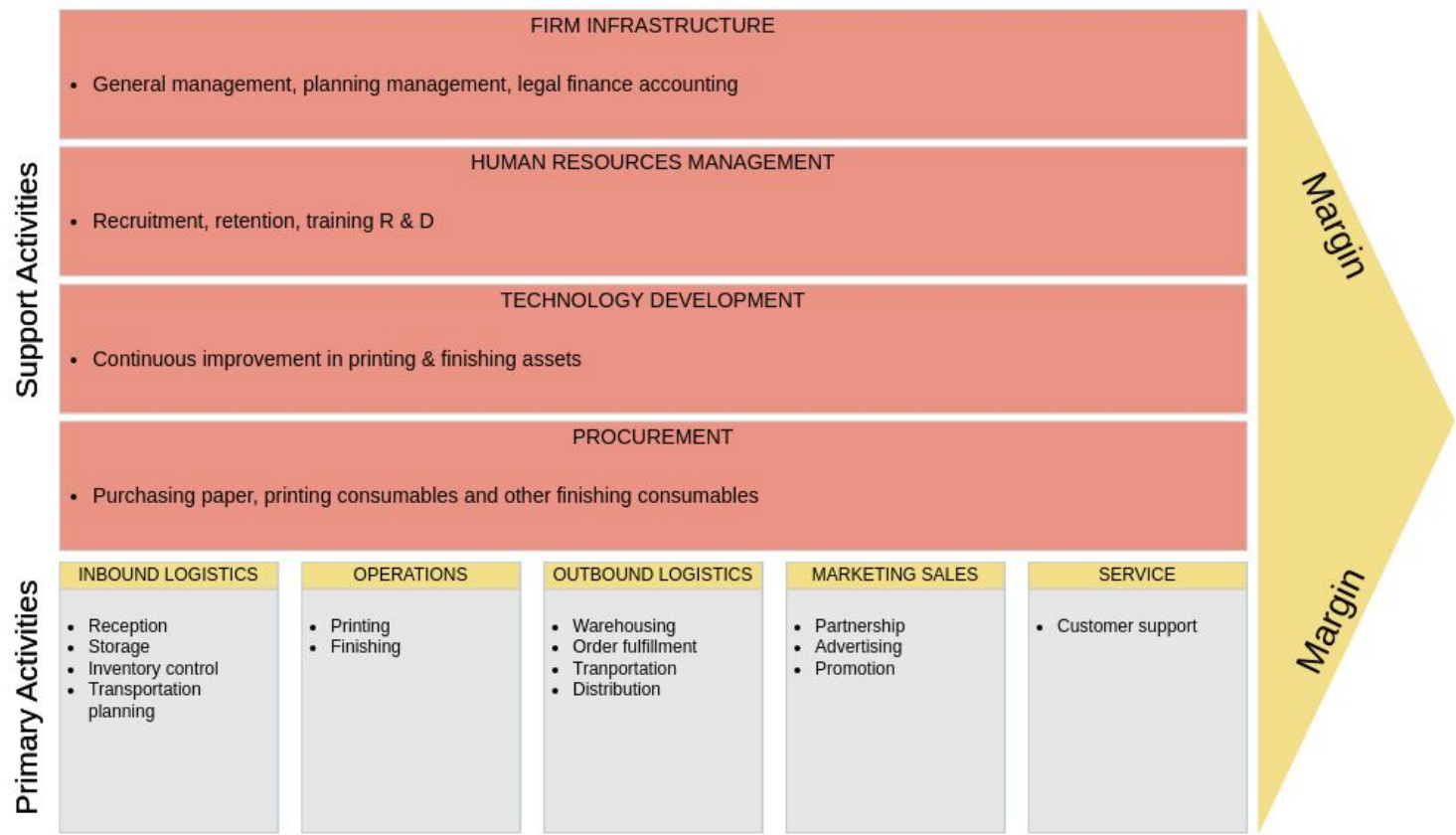


**Sourcing and  
reaching out  
to business  
partners**





# Use Your Value Chain to Identify Partnership Opportunities



# Steps to Reaching Out to Potential Partners

## Identifying Potential Partners

- Define your partnership needs
- Determine what resources or expertise you lack and what type of partners could fill those gaps

## Researching Potential Partners

- Reputation and credibility
- Compatibility (culture, values, goals, communication style)
- Track record

## Reaching out to Potential Partners

- Craft a compelling pitch
- Personalize outreach
- Join associations
- Attend networking events

# Steps to Building Strong Partnerships

## Building and Nurturing Relationships

- Establish trust
- Foster open communication
- Collaboration mindset

## Negotiating Partnership Agreements

- Define objectives and expectations
- Seek win-win outcomes
- Consider legal implications

## Managing and Evaluating Partnerships

- Establish key performance indicators (KPIs)
- Regular review and evaluation
- Cultivate long-term relationships