

How Can Drinking Coffee Boost Your Strategic Alliances?

Have you ever bought a house?

While working with the real estate agent other things related to purchasing the home come into play. You may need an inspection, a loan an insurance agent or a lawyer. The agent refers you on to these people and even other assorted services. This is the sign of a great Real Estate Agent. They are connected – they have **alliances**.

In most cases, the real estate agent doesn't get paid a commission for her referrals.

But the lawyer, insurance agent and the other assorted services refer their clients back to the real estate agent. And as a result, everyone gets more clients. People even build their entire business on referrals from their alliances. If they take good care of each others customers then this system is very powerful and becomes more powerful over time.

It makes tremendous to have strategic alliances and referral partners.

However, not all businesses fit as neatly as real estate alliances. So how does a business owner get an alliance started so that referrals start flowing? How do you know how to measure success?



You need to set a goal.

- Do we ask the strategic alliance to Promote our products?
- Do we ask them to send out our articles or our e-mail promotions?
- Do we simply wait for our alliance partners to produce referrals?
- Do we bug the hell out of them to produce referrals?
- **You do none of the above.**

I am serious – do none of the above.

Pushing to early in the relationship to get an alliance partner to promote your product is like meeting someone at a party, and then trying to sell them the farm twenty minutes later.

Pushing them to send out articles or e-mails for you, is like trying to kiss someone seven minutes after you have just met them.

Bugging them will be a poor way to get results.

So what's the goal?

Simply try starting a conversation.

The goal is to keep that conversation going.

The goal is for you to keep that conversation going for long enough that the other person recognizes you at a social event or a networking event and comes over to you to say hello.



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It means that this person gets your email and doesn't trash it. It means that the other person gets a letter from you and does not toss it in the circular file. It means that the other person gets a phone call from you and actually takes it, or returns the call.

That's the goal. It is a simple goal to express but you need to build a relationship to achieve this simple goal.

And this recognition comes from conversation.

You meet with them order a coffee and start a conversation.

You talk to them. They talk to you.

You talk. They talk back.

You talk. They talk.

Don't talk about selling them the farm no matter how nice the deal may be for them. Invite them to have a cup of coffee or perhaps lunch. Invite them again for coffee and after a few cups of coffee you both will know each other better and this will help define the relationship. It takes a bit of time but a strong complimentary alliance is worth its weight in gold once it starts working.

So all you have to do to get the ball rolling is to have some coffee.

You're just having coffee, a lunch, another coffee then another coffee.

That's it.

Easy!

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These initial coffees are critical. These easy coffees are what lets the other person know you and like you. These easy meetings enable them to recognize you at an event to come over and talk with you and to perhaps make an introduction (or two or more) for you. You, of course, will do the same for them.

This is how you know you're succeeding.

So you are having a coffee with someone. What should you talk about?

You should be talking about 'what you can offer' the strategic alliance. The only real thing an alliance partner is interested in is what's in it for them.

You both may have something that's of value to each other. You both have prospects and you both have existing clients. You may also have something in your portfolio of products or services that can be of value to the alliance partner's clients and prospects.

Here is a good idea.

During your conversation spend some time finding out how this person attracts prospective clients. Find out how they attract clients. Offer to give them a



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physical product or an information-product (some tangible aid) that you have in your portfolio that will help them attract **even more clients**.

Then watch as your alliance partner really starts paying attention.

Notice how their eyes show a higher level of interest.

This is because you're talking about how to help them, and not pushing your own product or service. To continue this idea, you can ask how the alliance **rewards** existing clients.

In most cases out of ten, the alliance will not have established a reward for existing clients. If you can help to establish a reward system for the alliance partner's clients then you are really offering something of value. If the alliance partner can use something that you have as a reward, then immediately this alliance partner is going to be interested.

Of course you know that when the prospective or existing clients of the alliance partner receives this nice reward, you will have gained access to a new audience.

The more generous you are, the more likely the alliance's prospects or existing clients will have a look at your website, or try your product, or come to your seminar. This is a great way to develop and use an alliance partner.

You have created an incentive for the alliance . . . and more!

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You've created an incentive for the alliance's client. And in doing so, you help to create business for yourself.

So by this point you have had enough coffee. You've started and maintained a conversation. How long might it be before you get results?

It depends.

It may take weeks.

Perhaps it may take a few months.

Sometimes, it may even take years.

Keep having those easy coffees. They are fun anyway!

Keep talking, as long as you see that the potential alliance is worth the trouble. Because one day, they'll accept the nice item you're offering. And send that nice reward to their clients.

And that's the day the floodgates may open to hundreds, even thousands of customers.

And it all starts with a simple coffee . . . Or two . . . Or twenty . . .

By the way, do you have an alliance with your local coffee café? Should you?!

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Advice Tip

If you want to learn more about how to gain more clients or to learn how to become systematic in gaining new clients then sign up for the free introductory course:

Marketing Amateur To Marketing Genius.

This intro course will certainly help you to see how a system is all that it takes to get more and better clients.

A link to sign up for this course is at:

www.Global-Reach-Learning-Center.com