

40 PARTNERSHIP INDICATORS – any more?

1. The customer trusts you and gives you confidential information
2. No nasty surprises – your “allies” tell you about likely “issues”
3. Joint action plan (rather than two sets of notes/actions)
4. Three levels of contact between your organisations
5. Sales volumes increase
6. The customer accepts your new ideas/products willingly
7. Price resistance drops – they place orders without asking price
8. Changes in personnel (yours or theirs) do not affect relationship
9. They see you as a mentor/coach/consultant and ask for advice
10. You are involved in their strategic planning process
11. Reverse hospitality – i.e. they pay!
12. You are their natural first point of contact
13. Customer gives last-minute opportunities to improve your offer
14. The customer invites you to help write/shape the tender
15. Customer provides referrals
16. Customer provides testimonials that can be used in your marketing
17. Your logo appears on their literature/website
18. Both organisations report good levels of profit improvement
19. They see you as a dotted-line member of their team
20. They assume you want, and agree to, regular price increases
21. Systems are linked and costly to separate (i.e. a costly divorce!)
22. Increased understanding and tolerance in the event of problems
23. Relationships develop into genuine friendships outside work
24. You are copied on their internal communications
25. Third-party feedback confirms you are seen as a “partner”
26. Negative feedback is welcomed and dealt with openly
27. You help train their staff (and vice versa)
28. You feature in their newsletters (and vice versa)
29. Your requests for phone time or meetings are always granted
30. Your company’s timings are aligned to their business year
31. You share the costs and you share the rewards
32. They attend your meetings/conferences to supply feedback
33. You are offered exclusivity
34. Your contacts fight your corner in front of their colleagues
35. Customer tells you how much they spend with your competitors
36. You have an office, or a work-space, on their premises
37. You are connected to the same networking websites
38. They see you and treat you as the “industry expert”
39. They bend the rules to accommodate you
40. They commit themselves, in writing, to the future relationship