





Customer Expectations A Mutual Understanding Proven Success Skin in the game / Responsibility Guidance / Expertise A rapid ROI Improved Efficiencies Lower Cost No surprises

Customer Questions

- Where have you done this before?
- With who have you done it before?
- Have you completed a similar engagement in a similar business or company?
- How long will it take?
- What will it cost?
- What do I need to commit?
- What other 3rd party costs do I need to be aware of?

Partner Strategies

- Align with Customer Executive Agenda
- Always have an Internal Coach
- Deliver Business Value
- Develop the Role of Trusted Advisor
- Strategic vs Tactical
- Project Based vs Staff Augmentation

The Old vs the New Dynamic **Partner** Vendor

- ●Focus on Value ●Focus on Sale
 ■Sell to Customer Need ●Sell What I Want
- Strategic

- Responsibility Engagement
 Project Based
 Partner Driven
 Co-Management
 Deliverables Based
 Self What I Want
 Limited/No Responsibility
 Staff Augmentation
 Client Driven
 Client Managed
 No Deliverables

- Tactical

- ●Long Term Relationship ●Short Term Engagement