

PartnerShift--Double Your Strength Through Alliance Relationships

Rigsbee's Single-Priced, Multi-Day, Multi-Program Package Solution for Your Meeting

Day 1: Morning Keynote: Ed Rigsbee, CSP

PartnerShift--Double Your Strength Through Alliance Relationships: (More info at www.rigsbee.com/ps6.htm)

Build alliance relationships and double your strength. Shift to the idea of cooperation and collaboration for increased success and profits. Learn how to adopt *The Total Organizational Partnering System* strategy and tactics into your organization's culture. Through Rigsbee's Pentad Model (five key areas), discover mutually beneficial Partnering alliances possibilities throughout your business. External alliances become successful only when supported by the foundation of internal alliances. Understand interdepartmental Partnering, a crucial element, for strategic alliance success. Understand the potential Partnering Pitfalls and how to avoid them. Experience the value of Relationship Bank Deposits. Learn how to truly profit from today's Partnering trend.

Partnering Pentad:

- Owners & Executives as Optimal Partners (Leadership element)
- Employee Alliances
- Customer Alliances
- Supplier Alliances
- External Strategic Alliances

This opening session incorporates emphasis on the leadership element.

Program in the "Employee Alliance" leg:

PartnerShift: How to Profit from Employee Alliances (More info at www.rigsbee.com/ps2.htm and www.rigsbee.com/ma9.htm and www.rigsbee.com/ma10.htm)

Do you want your employees to have an emotional ownership in the success of your business, even though they are not an owner? Do you want them to take risks and make intelligent decisions in your absence? If so, help your employees to have Emotional Ownership in the success of your enterprise. Learn how to develop a powerful team dedicated to moving your business forward. Develop relationships at work, that work!

The **PARTNER** Model is the answer. Discover the magic in permission cards. Explore low cost employee recognitions and how to use Rigsbee's successful employee recognition certificate system. Learn which recognitions have legs (long-term value) and which are a flash in the pan (little value). Your employees will be as excited as you in the success of your business.

The **PARTNER** Model:

- **Participation**
- **Acceptance**

- Recognition
- Tell the Truth
- Net of Safety
- Enthusiasm
- Renewal

Programs in the “Supplier Alliance” leg:

PartnerShift: How to Profit from Customer Alliances (More info at www.rigsbee.com/ma1.htm and www.rigsbee.com/ma2.htm and www.rigsbee.com/ma16.htm)

Price, quality, service--pick any two, was the traditional selling relationship. Today, this is no longer good enough to satisfy informed buyers--both consumer and B2B. Today's purchasers want all three. Your customers are continually computing your value proposition and it better be great. Buyers and consumers have more choice than ever before. If you can't do it—your competitor will. You must deliver the particular perceived value your customers expect. Learn how to understand value from a new direction and become your customer's partner rather than just a *dime-a-dozen* vendor.

AND/OR

The Indelible Mark—Branding for Today & Tomorrow

Business owners and marketers alike frequently ask, “Why are some dates, events or situations indelibly branded on one's memory while others are not?”

Like indelible ink, an *Indelible Brand* is imperishable. It cannot be blotted out, washed out, or obliterated. It is permanent.

Branding is the process of burning or impressing a mark upon an object or entity for the purpose of identification. What you want for your business, large or small, is an *Indelible Brand*—to burn your image, offering and position into the minds of your customers—to impress indelibly onto their memory.

- Marketplace Positioning
 - Physical
 - Emotional
- Customer Emotional Connections & Barriers
 - Developmental Years
 - Current
- Positive & Negative Word & Memory Correlations
 - Associations
 - Relationships
 - Links
 - Parallels
- Hypnotic Memory Triggers
 - Visual
 - Auditory
 - Kinesthetic
- Corporate, Business or Organizational Image
 - Brand Building Exposure: Paid & Free
- Strategy versus Tactics

Build your Mark of Distinction. Making one's mark means to achieve success or fame. Too often, one misses the mark, failing to achieve one's aim and becoming unsuccessful in their attempt. Hitting the mark is what you want for your organization's branding position. That is, to indelibly burn into the minds of your customers like a white-hot branding iron pressing and burning into the flesh—there on the marketplace brain for evermore.

AND/OR

Partnership Selling--Prospects as Buying Partners:

Both outside and inside sales persons must build a solid relationship before trying old school or hard closes. Customers of today want help in both selection and feeling good about their purchasing decisions. Consumers and purchasers want sales people to get on their side of the table, to see need from the purchasing side. Sales people learn the secrets of giving customers the value they want by first learning what value is from the eye of the beholder.

- Uncover their **P**ain
- **A**ssess their situation
- Make it **R**elevant
- **T**ranslate features into benefits
- Use **N**euro-Linguistic Programming skills
- Make an **E**motional connection
- **R**emove objections
- **S**olve their problems

AND/OR

Is it Customer Service, Satisfaction, or Perceived Value?

- “Serve me, delight me, and amaze me or I’ll go somewhere else.” This is what your customers, consumers and buyers are saying every time they make a purchasing decision. Customer service is a means to an end, not an end in itself. Customer service is a conduit for delivering perceived value to your customers. If they believe they are getting the value they want and need, and feel good about doing business with you, they will do it again.
- Move beyond customer service and satisfaction to value. Delight your customers with value. Deliver the value they believe they want. Help them to feel great about doing business with you. Through increased choice, customer expectations in the twenty-first century have reached new heights. This program, through leading edge strategies, will enable you to *shift* and become a valuable partner with your customers. By understand their needs and creatively delivering incredible value; you can exceed your customer’s expectations.
- Go beyond modeling the traditional customer service masters. *Shift* your organization to the culture necessary for delivering on your customer’s price-service-value expectations. When you learn what your customers want and perceive as valuable, only then can you deliver the level of service necessary to compete in today's super heightened customer expectations. Your team can deliver the kind of perceived value your customer’s demand.

Programs in the “Supplier Alliance” leg:

PartnerShift: How to Profit from Supplier Alliances (More info at www.rigsbee.com/ps4.htm and www.rigsbee.com/ps1)

Learn how to both ask for, and give, the best Total Value Package available. Learn how to turn around the traditional sell/buy paradigm through understanding the needs of your supply partner. Learn the ABCs (adversarial, barometric & complementary) of buyer/seller relationships. Understand how to make the most from your situation.

AND/OR

The New Era of Supplier Buy/Sell Cooperation Round Table Discussion:

Learn what your competitors are learning, how to give and/or ask for the best Total Value Package available. Manufacturers and distributors and/or dealers learn how to turn around their sell/buy paradigm through understanding the needs of their distribution partner. Through intelligent sales offerings and purchasing practices, resources can be redirected to create more usable value for the supply chain. Learn the ABCs (adversarial, barometric & complementary) of manufacturer-distributor relationships. It all comes down to the Fuji Factor. *This program is also adapted to contractor/supplier cooperative relationships.

Program Research:

- Rigsbee interviews a sampling of both manufacturers and distributors from your association membership.
- Questions are asked of manufacturers around where distributors can change their behavior to conserve manufacturer resources and also, what would be in it for the distributors if they did change.
- Both distributors and manufacturers are asked about areas where the other falls short of their commitment to their supply chain partner.
- Both sides are questioned about potential solutions.

Program Results:

- Issues from both sides are synthesized and brought to the surface in a safe method, and without personal agendas getting in the way. Rigsbee acts as a non-judgmental intermediary.
- Each side can view challenges through the window of their supply chain partner.
- Rigsbee delivers solutions based on his interviews and knowledge of what other industries have successfully achieved.
- Participants that come with an open mind leave with implement able tactics for supply chain improvement.

Programs in the “Strategic Alliance” leg:

Double Your Strength Overnight With Alliance Relationships: (More info at www.rigsbee.com/dsa1.htm and www.rigsbee.com/ps8.htm and www.rigsbee.com/dsa2.htm and www.rigsbee.com/ps5)

Learn how to double the strength of your organization or your personal network through outrageously successful business alliance relationships. Learn how to develop alliances that provide high-value for all involved. This keynote/general session presentation serves an eclectic audience, something in it

for everybody. *All* the attendees at your meeting will receive value from this session. Through the alliance and business relationship window, Rigsbee shares the four keys to successful internal and external business (and personal) relationships.

1. Focus on getting things done rather than being right.
2. Make your Relationship Bank deposits.
3. Do your Relationship Value Updates regularly.
4. Keep your word.

Through humor and personal stories, Rigsbee will connect with your meeting attendees, helping them to understand the Relationship Value Equation. This program delivers double value for your meeting attendees: business and personal relationship improvement. ***Outrageously Successful Relationships*** is an outstanding program for business alliance partners to attend together. It is also a dynamite program at which to include spouses. Many of the ideas for this presentation came from Rigsbee's second book, *Developing Strategic Alliances*. Men believe it to be a business book, yet women know it's a book about relationships. Treat your attendees to double the pleasure, double the value and double the strength.

AND/OR

In Bed with the Enemy--Partnering with Your Competition: (More info at www.rigsbee.com/ma11.htm)

Cooperating with your competition can be more profitable than you have ever imagined. Rigsbee will shatter your paradigm and teach you how to make a traditionally adversary relationship work profitably. Explore a number of core areas in which successful businesses develop partnering alliances. Learn the ten critical qualities in selecting alliance partners—a necessary element in building long-term cooperative relationships. In today's era of e-commerce and consolidations, entire industries are finding that industry-wide and mastermind alliances are necessary to compete. You will walk away with the tools for developing your successful strategic alliances. Elements include:

- The search for the perfect mate.
- How find a partner with the same core values as you.
- The getting married jitters.
- Where are you going to live?
- Who's Going to Do the Chores?
- It's time to tie the knot.
- Surviving under the sheets.
- When your partner takes all the covers.
- We must go to the marriage counselor.
- We did it, and look at the profits.

→ **Association Value Round Table Discussion** is an option that is generally included in the alliance leg section. For ideas on associations delivering member value, visit www.rigsbee.com/ma18.htm.

Please visit:

www.rigsbee.com/morearticles.htm for additional content information in articles
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