Liz Milio
Innovative Computer Services, LLC
Phone: 732-683-0092 x101; Fax: 732-577-9390
emilio@innovativebusiness.net
www.innovativebusiness.net

Linda Coppolino
Phone: 732.938.2095
Fax: 732.938.3217
linda@littlehatmarketing.com

Partnering: Opportunities & Possibilities

Notes:

- Increase your customer base by broadening your exposure to a wider audience.
- Allows you to get into areas you may not have experience.
- Makes you more valuable to your entire client base by offering a wider range of services and products.
- You can become a resource for your clients. Even if you can't specifically help them, you can create a connection to someone who can.
- Structure your agreements with your colleagues to either receive a percentage of the sale or at the very least, a referral in kind. You need to stipulate whether the agreement and relationship is for one project or many.
- Share clients to fulfill projects that have more than one aspect. Each one of your "partners" takes a different area or layer of the project.
- Who do you partner with? Someone you trust. Someone who is capable of executing the project on a timely basis with the same high quality standards with which you would execute the project.
- Types of projects ideal for partnering.
- Types of businesses that can partner.

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