

THE PARTNERSHIP PLAYBOOK



What other business types look after your ideal clients but that don't complete with your business?

What businesses do you already know that fall into each of these categories?

What people do you already know that fall into each of these categories?

What's in it for them? How can you reward them?

What visuals can you put into a presentation for potential Trust Team partners?

What part of your service can you give to their clients for free that you normally charge for?





TRUSTEDTEAM
Best practice makes progress

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| What part of your service can you give to the future partner for free that you normally charge for? | |
| How often should I be scheduling in meetings with them? And Why? | |
| What hot topics could I cover at future Trust Team Meetings? | |
| What client case studies could I use at future Trust Team Meetings? | |
| What could you do to add more value to your Trust Team? | |
| What joint events could I do with a Trusted Team partner? | |
| What joint marketing could I do with a Trusted Team partner? | |