

The BePartnerReady.com[®] Process

1

SWOTA

Identify your organisational Strengths, Weaknesses, Opportunities & Threats, create Action list to leverage & address them.

 JUN

Get Ready

Plan resources, enrol team & Board, set Corporate Partnerships Intention

 MAY

2

Assets Inventory & Valuation

Compile an Inventory of your organisations' Assets that would appeal to a partner, using our unique Ph formula, place a \$ value on each.

 JUL

3

Prospects list

Identify corporate prospects that align to your brand, using our unique Bullseye method. Suspect List > Prospect List > Hot List Research.

 AUG

4

Credentials presentation

Compile compelling slide-deck, craft story and/or video for first meeting with corporate prospects.

 SEPT

5

Partnership model

Place a \$ value on your brand, using our unique BaFF formula. Create a Corporate Partnerships Model and Rules of Engagement.

 OCT

Finalisation & Review

Management & Board approval

 NOV


Rest & Refresh

 DEC

6

The approach

Craft a compelling email for each Prospect in readiness for February pitch period.

 JAN

7

Secure partners

Meet & negotiate with interested corporate prospects. Obtain brief. Secure partner.

 FEB/MAR

“Luck is what happens when preparation meets opportunity.”

Roman philosopher, Seneca

Want to win corporate partnerships? Or perhaps, you're doing OK, but want to do much better. We got you. BePartnerReady.com[®] enables changemakers to forge potent corporate partnerships so you can do more of what you do best - change the world.

We've developed a robust, 7 step process that you learn and embed into your organisation through our training program. It not only gets you ready to win corporate partnerships, it gets you *winning* them.

The program is online, but with hands on human support. It's for changemakers in Australia or NZ. It covers partnership and sponsorship. Embark on the journey with 50+ fantastic peers. It's a roadmap for action, a blueprint for success. Open for enrolment Feb-April. Runs May-February each year.

Discover the numerous success stories across two decades here www.bepartnerready.com.

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