Ways To Collaborate, Partner and Joint Venture

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266 ways two businesses can work together instead of competing — every one of them a use of assets, relationships and capability that already exist on both sides.

Read it with one specific partner in mind. Most of it will not apply to them. Four or five will, and those four or five are the conversation.

Reach — Getting In Front of Each Other's People

- Referral network
- Social media cross promotion
- Enhanced brand awareness
- Leveraging partner's network
- Leveraging partner's social media
- Cross-referral systems
- Leveraging partner's social media presence
- Access to partner's network
- Leveraging partner's reputation

- Cross-promotional content
- Joint influencer partnerships
- Joint community engagement programs
- Access to partner's industry experts
- Leveraging partner's social listening tools
- Access to partner's industry thought leaders
- Access to partner's brand ambassadors
- Access to partner's customer advocacy programs

Selling Together

- Lead generation partnerships
- Cross selling opportunities
- Bundle offerings with complementary products
- Leveraging partner's salesforce
- Offering joint promotions
- Combining sales efforts
- Joint sales presentations
- Shared market penetration strategies
- Joint customer acquisition campaigns
- Joint market penetration tactics
- Access to partner's sales enablement tools

Marketing and Brand

- Co-branding initiatives
- Joint marketing campaigns
- Market differentiation
- Joint branding campaigns
- Co-branding products or services
- Shared advertising costs
- Combined PR efforts
- Enhanced market positioning
- Shared branding initiatives
- Joint venture marketing
- Shared digital marketing campaigns
- Enhanced brand storytelling
- Enhanced value proposition
- Access to partner's marketing automation tools
- Enhanced brand loyalty
- Shared marketing intelligence
- Enhanced product differentiation
- Leveraging partner's marketing insights
- Joint digital marketing strategies

Content, Events and Teaching

- Joint webinars
- Co-authored content
- Collaborative content creation
- Joint client events
- Collaborative training programs
- Shared learning and development
- Co-hosting events or webinars
- Shared training programs
- Access to partner's training resources
- Joint development of industry standards
- Joint product launch events
- Joint content creation
- Shared talent development programs

Products and What You Build Together

- Shared R&D resources
- Improved time to market
- Joint product launches
- Combined R&D efforts
- Collaborative innovation
- Improved product quality through shared standards

- Joint product development
- Enhancing product features through integration
- Cross-industry innovation
- Enhanced product customization options
- Improved product lifecycle management
- Enhanced product delivery times
- Combining innovation labs
- Enhanced product scalability
- Access to partner's innovation team
- Joint product testing and validation
- Enhanced product traceability
- Combined product warranty programs
- Enhanced product adaptability
- Combined innovation funding
- Shared innovation roadmaps
- Enhanced product interoperability
- Access to partner's innovation ecosystem
- Leveraging partner's agile development practices
- Shared product development frameworks
- Joint product roadmaps
- Enhanced product ideation

Technology, Systems and Data

- Access to proprietary technologies
- Shared IT infrastructure
- Access to partner's CRM
- Leveraging partner's AI
- Enhanced user experience
- Access to partner's data analytics
- Leveraging partner's cloud services
- Leveraging partner's predictive analytics
- Access to partner's technology
- Access to partner's proprietary data
- Combined customer analytics
- Access to partner's CRM system
- Shared security resources
- Leveraging partner's cloud infrastructure
- Access to partner's cybersecurity expertise
- Leveraging partner's AI capabilities
- Enhanced customer journey mapping
- Joint digital transformation projects
- Leveraging partner's mobile technology
- Access to partner's customer service data
- Leveraging partner's automation tools
- Leveraging partner's ecommerce platform

- Leveraging partner's blockchain technology
- Leveraging partner's big data capabilities
- Access to partner's financial data
- Leveraging partner's ERP systems
- Leveraging partner's machine learning capabilities
- Leveraging partner's virtual reality technology
- Leveraging partner's 3D printing capabilities
- Leveraging partner's IoT technology
- Access to partner's user experience expertise
- Leveraging partner's advanced analytics
- Combined customer journey insights
- Access to partner's mobile app technology
- Leveraging partner's digital transformation expertise
- Shared technology roadmaps
- Leveraging partner's cloud computing resources
- Shared user experience design
- Leveraging partner's CRM data
- Leveraging partner's cybersecurity protocols
- Shared business & financial analytics
- Leveraging partner's AI and ML capabilities
- Access to partner's user testing facilities

Clients — Service, Retention and Experience

- Shared client service platforms
- Joint client engagement strategies
- Shared client loyalty program
- Shared client onboarding processes
- Enhanced client retention
- Enhanced customer support through shared resources
- Combining customer loyalty programs
- Enhanced customer experience through integrated services
- Joint customer service teams
- Joint customer feedback programs
- Combining customer success teams
- Leveraging partner's customer insights
- Shared customer service platforms
- Joint customer loyalty initiatives
- Shared customer onboarding processes
- Combined customer engagement strategies
- Shared customer support resources
- Access to partner's customer satisfaction metrics
- Shared customer retention strategies
- Shared customer feedback systems
- Shared customer engagement platforms
- Combined customer service excellence

- Shared customer service standards
- Enhanced customer satisfaction
- Joint customer engagement tactics

Knowing the Market

- Market intelligence
- Shared market research
- Collaborative market intelligence
- Joint competitive analysis
- Shared expertise and knowledge
- Access to new industry insights
- Combined intellectual capital
- Joint industry research projects
- Joint market trend analysis
- Leveraging partner's global market insights

Operations, Supply and Delivery

- Exclusive distribution agreements
- Shared production facilities
- Access to partner's retail or e-commerce network
- Shared distribution channels
- Shared logistics and warehousing
- Cost savings on procurement
- Leveraging partner's distribution networks
- Combining supply chains
- Leveraging economies of scale
- Enhanced supply chain visibility
- Enhanced operational efficiency
- Access to partner's logistics network
- Shared procurement resources
- Access to partner's retail network
- Joint operational cost reduction
- Leveraging partner's supply chain management
- Access to partner's service delivery insights
- Combined go-to-market strategies
- Combined supply chain optimization
- Shared go-to-market planning

People and Capability

- Skill exchange
- Access to partner's talent
- Access to specialized skills and talents
- Enhanced talent acquisition strategies

Money, Risk and Legal

- Shared legal resources
- Risk sharing on new ventures
- Joint funding opportunities
- Joint legal support
- Access to partner's patents and licenses
- Combining financial resources
- Access to partner's regulatory expertise
- Joint venture funding
- Shared intellectual property
- Access to partner's legal team
- Shared compliance resources
- Combined risk management efforts
- Shared crisis management resources
- Enhanced risk assessment
- Joint venture capital funding

- Shared disaster recovery plans
- Shared regulatory compliance strategies
- Shared intellectual property management
- Joint financial planning
- Access to partner's legal expertise
- Joint venture risk mitigation
- Combined business continuity planning

Expansion and Strategy

- Creating competitive advantage
- Increased bargaining power
- Joint strategic planning
- Increased market credibility
- Joint venture creation
- Expansion into new geographic markets
- Increased bargaining power with suppliers
- Building your Power Parthenon — multiple revenue pillars
- Access to new business models
- Joint market entry strategies
- Shared global expansion strategies
- Enhanced market entry tactics
- Joint market disruption strategies
- Joint market expansion initiatives

Responsibility and Standing

- Collaboration on sustainability initiatives
- Joint sustainability projects
- Joint health and safety initiatives
- Combined sustainability reporting
- Combined environmental initiatives
- Combined diversity and inclusion initiatives

Barter and Trade — Deals Where No Money Changes Hands

- Trading unsold inventory for services you need
- Trading idle capacity — unbooked hours, empty seats, dark shifts
- Trading excess or obsolete stock for advertising credit
- Corporate barter through a trade exchange
- Trade credits banked now and spent later
- Contra deals — your product for their advertising space
- Advertising remnant space traded for product
- Services taken in equity instead of fees
- Media taken in equity instead of fees
- Work paid for out of the gain it creates rather than from a budget
- Royalty in place of a fee

- Licensing your method in exchange for a share of what it earns
- Trading list access for list access
- Trading a mailing to your buyers for a mailing to theirs
- Trading warehouse or shelf space for placement
- Trading office, studio or retail space for services
- Trading machine, studio or laboratory time
- Trading transport capacity on runs already being made
- Lending people between businesses instead of hiring
- Trading surplus raw material for finished goods
- Trading fulfilment capacity for lead flow
- Trading overflow clients you cannot serve for a share of what they spend
- Trading longer payment terms for a better price
- Trading a volume commitment for exclusivity
- Trading a guarantee you carry for a larger share of the sale
- Trading first refusal on what you build for the capital to build it
- Trading data for data
- Trading a testimonial or case study for the work itself
- Sponsorship taken in access rather than cash
- Trading event seats for promotion of the event
- Trading training for the trainer's access to your people
- Trading a booth, a stage or a platform for the content that fills it
- Trading naming rights for build cost
- Trading maintenance or support for the equipment itself
- Barter settled at period end against a running account

This isn't the end. How will you expand this list?