

Building business partnerships from sales relationships

INVENTORY PARTNER

- ▶ make to order customer -> forecaster/planner
- ▶ supply from stock customer -> stock advisor/reorderer

Tiered
service
offering

BUSINESS PARTNER

- ▶ independent auditor
- ▶ educational advisor
- ▶ farming/hunting systems provider
- ▶ financial consultant
- ▶ co-promoter

LOYALTY PARTNER

- ▶ annual partnership plan/calendar (bilateral commitments)
- ▶ qtrly review of partnership plan bilateral progress
 - ▶ volume/loyalty targets
 - ▶ good behaviours
- ▶ loyalty program/ T&C incentives