



HOST AGENCY CORNER

Host Agent Gives Tips on Partnering to Grow Your Business

By Bonnie Lee
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Partner? Partner with whom and why?

Why is it as easy as breathing for some people to think and work partnerships in business, yet difficult for others? Is it because there is an inherited gene supporting successful entrepreneurs, while the rest of us are doomed to a "partnershipless business existence"?

I like that answer, it leaves me with having to take NO responsibility. Hey, if it doesn't work, it's not my fault. Right?

There are no miracles or gimmicks to building and cementing partnerships, just hard work and planning. The effort on your part needs to be nothing less than 150%, and your planning and approach need to be flawless.

In early 2000, I wanted to break into the destination wedding and honeymoon market. I was an unknown. I knew in order to validate myself as an "expert," I would need to partner with top notch bridal providers in my area.

Three Reasons

My plan? Approach five upscale businesses with my point-specific plan that would give each at least three reasons to WANT to partner with me, with little to no effort on their part.



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It worked! They loved my ideas, and embraced the seemingly effortless part required of them.

Basically, what I said was: I need a wedding cake to serve. If you bake it, I'll pick it up and serve it. I need some floral decorations. If you arrange them I'll, pick them up and place them on the tables. I need a place to hold my event. If you provide the room, I'll provide the brides and showcase your facility. I promised each of my new partners exclusive advertising at my events.

Partnership is about each partner making the other look really good. The reality there is that now we all look TWICE AS GOOD!

Partner Opportunities

Make a list. What businesses are close to your office: a day care center, bakery, dance school, ethnic restaurant, exercise studio? These businesses and more offer great opportunities to partner.

Your challenge is to open your eyes to the world of partnership opportunities right in front of you!

Partnerships will help every avenue of your business grow. Partner with strong, capable, honest, reliable individuals, and you will reap the rewards over and over again.

(Editor's Note: In future articles, Bonnie Lee will discuss vendor partnerships and the host agency-independent agent professional partnership. For more information on the host agency Travel Quest, call (800) 392-6484, ext. 201; E-mail bonnie@travelquestonline.com or visit www.agents.travelquestonline.com.)

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