

Cooperation – a Win-Win-Win Situation!



Cooperation can drive the achievement of many goals: It can help to find new target markets, increase publicity, strengthen your image and lower costs. The spectrum is wide, from a simple experience exchange to sales co-promotion and even joint ventures.

Cooperation agreements are not only profitable for big companies. There are numerous possibilities of interesting cooperation opportunities for small- and medium-sized enterprises (SME) as well.

Today's demographic developments make cooperation a necessity. The steady aging of the population, creating a growing target group of people who are dependent on care, brings some specific opportunities. Where renovation projects are concerned, this target group prefers one central provider for all trades instead of many providers who need to be coordinated. What could be more obvious than to connect tradesmen businesses so that the renovation work can flow smoothly? The same is true for other everyday work: coordination among providers for care services; gardening and external maintenance and cleaning companies are all possibilities. Additional values can be created for other target groups, bringing clear competitive advantages for you and your cooperation partners. This allows a broader service offer adjusted to the needs of the particular target group in order to present the customer with more service and convenience than he or she currently enjoys.

To find the right cooperation partners, you need to act carefully. To have a long-term cooperation that is built on success, the following conditions have to be fulfilled:

- Both parties must **profit** from the cooperation.
- Both parties must have the **same target market**.
- Both parties must have the **same company focus** regarding cost, product, sales or customer service.
- Both parties must **offer different products and services** and therefore are **not in competition** with one another.
- The relationship of both parties is based on **openness and trust**.
- It must be a **win-win-win relationship for all parties** – businesses and customers.

If the conditions are set, 3 Golden Rules will help to make a cooperation successful:

1. Put cooperation goals, expectations and benefits down on paper.
2. Define the processes, tasks, costs and competences. Who is responsible for which part? Who carries the costs?
3. Provide communication on a regular basis. Who are the contact persons? How does the communication take place and in what frequency?

Those who cooperate win! For strategic business development, cooperation can be of great importance. You can find more information on this topic in the **BEITRAINING**[®] programme '**Building Your Business**[®]' (BYB).

Quotation of the month:

"If you want to be incrementally better: Be competitive.
If you want to be exponentially better: Be cooperative."

(Unknown Source)

Autumn is fair time. **BEITRAINING**[®] will participate at the following fairs:



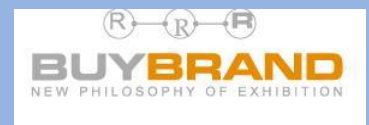
[b2d Hannover, 1.+2. September 2010](#)



[Care Fair Münster, 23.-25. September 2010](#)



[Essen, 24.+25. September 2010](#)
BEITRAINING[®] is main partner for
[the 'Consultancy Lounge'](#)



[Moscow, 22.-24. September 2010](#)



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