

# THE ZERO

**DOLLAR**

## SALES STRATEGY

---

*By*

Abbie White

FOUNDER OF SALES REDEFINED



Sales Redefined



**ABBIE WHITE**  
FOUNDER OF SALES REDEFINED

## A BRIEF INTRODUCTION

- » I've spent more than a decade in sales ranging from front line sales representative for products and services, to National Sales Manager at IBM, to owning a sales mentoring and consulting business.
- » I've helped businesses achieve AUD \$300+ million in sales
- » I left corporate and started Sales Redefined to empower small to medium sized businesses to authentically increase sales and thrive
- » I'm dedicated to helping business owners just like YOU

## THE ZERO DOLLAR SALES STRATEGY

I'm regularly asked how to effectively increase small business sales on a tight budget.

Being a small business owner, I can relate.

I want to share my highest converting authentic sales strategy that has delivered over six figures to my business at ZERO cost!

Sounds too good to be true right?

**No scams, no salesy tactics, no tricks just a highly effective and under utilised sales strategy.**

Ok, so here is the secret...**STRATEGIC PARTNERSHIPS!**

I consider strategic partnerships the number one source of FREE lead generations for my business.

This eBook details exactly what strategic partnerships are, how to identify them for your business and ideas on how to put this strategy into action.

**It is truly a missed opportunity for most businesses!**

## WHAT IS A STRATEGIC PARTNERSHIP?

Put really simply, a Strategic Partnership is a relationship between your business and another third party business. This applies to both product and services based businesses.

**Strategic Partnerships are typically with other complimentary businesses who serve the same target market as you.**

The objective I always have in mind is by both of us working together does it provide a better outcome for our clients?

There is a broad spectrum of partnerships:

Paid or unpaid (99% of my partnerships are unpaid)

Informal relationships or those having formal contractual agreements in place



## WAYS TO PARTNER:

---

There are many ways to partner and typically my strategic partnerships will incorporate many different joint activities over time.

Here are a few examples to get you thinking:

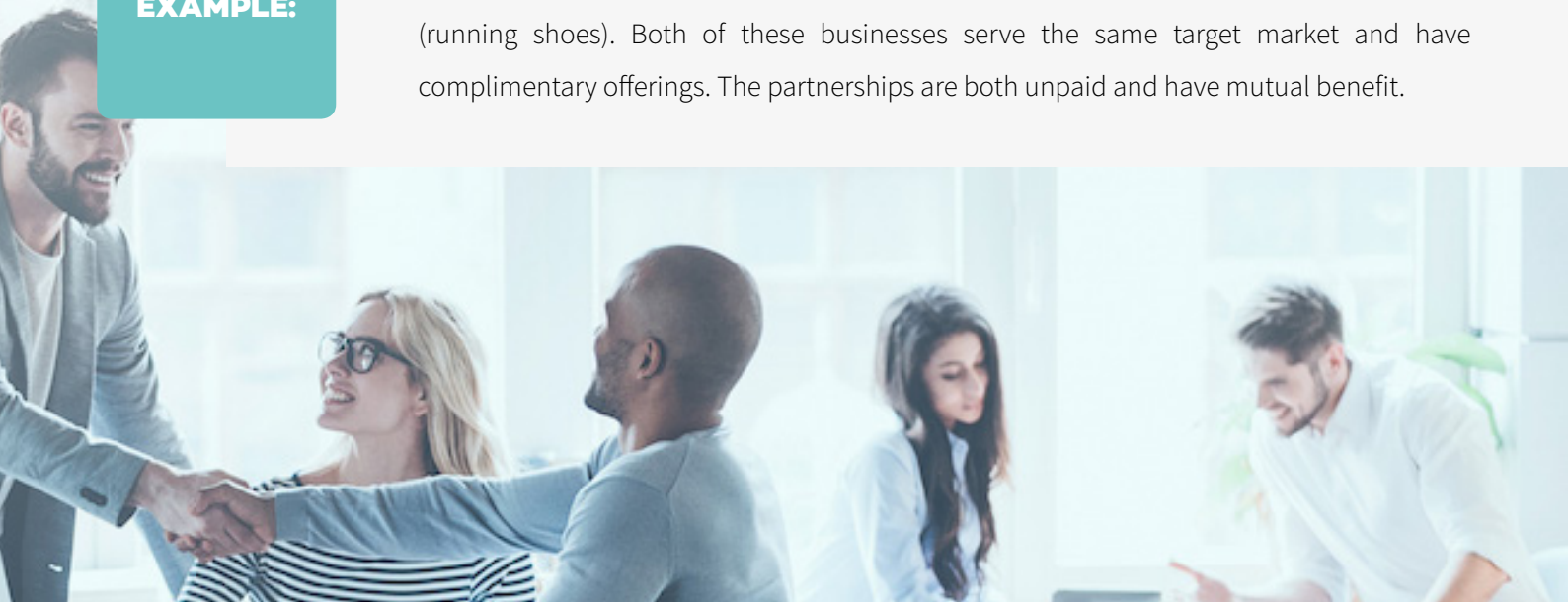
- » Joint client engagements
- » White labelling
- » Cross selling each others products/services
- » Providing referrals
- » Joint events
- » Joint webinars
- » Guest speaker
- » Blog / newsletter contributor
- » Promoting each others content to your respective databases
- » Formal affiliate payment / referral fee (paid)
- » Brand ambassador

### EXAMPLE:

When I work with clients to increase their sales, they often need additional marketing services. To provide the client with these services, I have strategic partnerships in place with several marketing organisations. We provide referrals (unpaid) to each other, which is beneficial to all parties.

### EXAMPLE:

My brother owns a running coaching business. He has a partnership with Runners World magazine where he contributes content. Secondly, he's a brand ambassador for Mizuno (running shoes). Both of these businesses serve the same target market and have complimentary offerings. The partnerships are both unpaid and have mutual benefit.



## THREE REASONS TO PARTNER?

### Client

Strategic partnerships are an authentic sales strategy because they put the client first. Before implementing, I ask myself, 'will the client get value from the partnership?'

#### EXAMPLE:

I work with many clients who are time poor. I assist by introducing them to partners such as a Bookkeeper or virtual assistant to free up their bandwidth to focus on growing their business. My clients will achieve better results by leveraging these partnerships.

I increase client satisfaction by helping them solve problems outside the scope of my services.

### Reach:

Through strategic partnerships, I have been able to reach a far greater audience than I could by myself. I was recently a guest speaker for Westpac and reached hundreds of people that I would otherwise not have had access to, or would have to pay to access.

I regularly offer to speak at events for business associations to reach a new audience.

### Credibility:

By partnering with other businesses I've been able to establish instant trust and credibility with a new audience. If a business association asks me to speak at an event or publishes my blog this quickly builds trust with the audience. If I target cold prospects who do not know me, it takes longer to establish credibility.

I've frequently partnered with larger organisations such as Westpac which likewise gives me fantastic credibility by association.





## REFERRALS:

Referrals are one of the key benefits to strategic partnerships.

Whilst we all know what referrals are, it is a significantly underutilised sales tool.

When was the last time you proactively asked for referrals?

Only 11% of businesses ask for referrals, however, 91% of people are happy to give a referral.

**This is an enormous missed opportunity.**

## HOW TO IDENTIFY STRATEGIC PARTNERS?

To identify strategic partnerships for your business, think about who you frequently get asked to recommend? “Do you know a good...?”

I had a stylist ask me to recommend partnership ideas. I asked her this same question and found it to be hairdressers, which then became her starting point for strategic partnerships.

I have MANY strategic partnerships in all different forms, do not limit yourself to one or two.



There are 3 considerations when identifying your ideal strategic partnerships:

### **SAME TARGET MARKET:**

Firstly, is the strategic partner serving the same target market as you?

If the answer is no, it is not applicable.

E.g. If I needed a marketing company, I would look at their target market. If they typically work with start-ups, however I was working with seven-figure businesses; this would not be a fit.

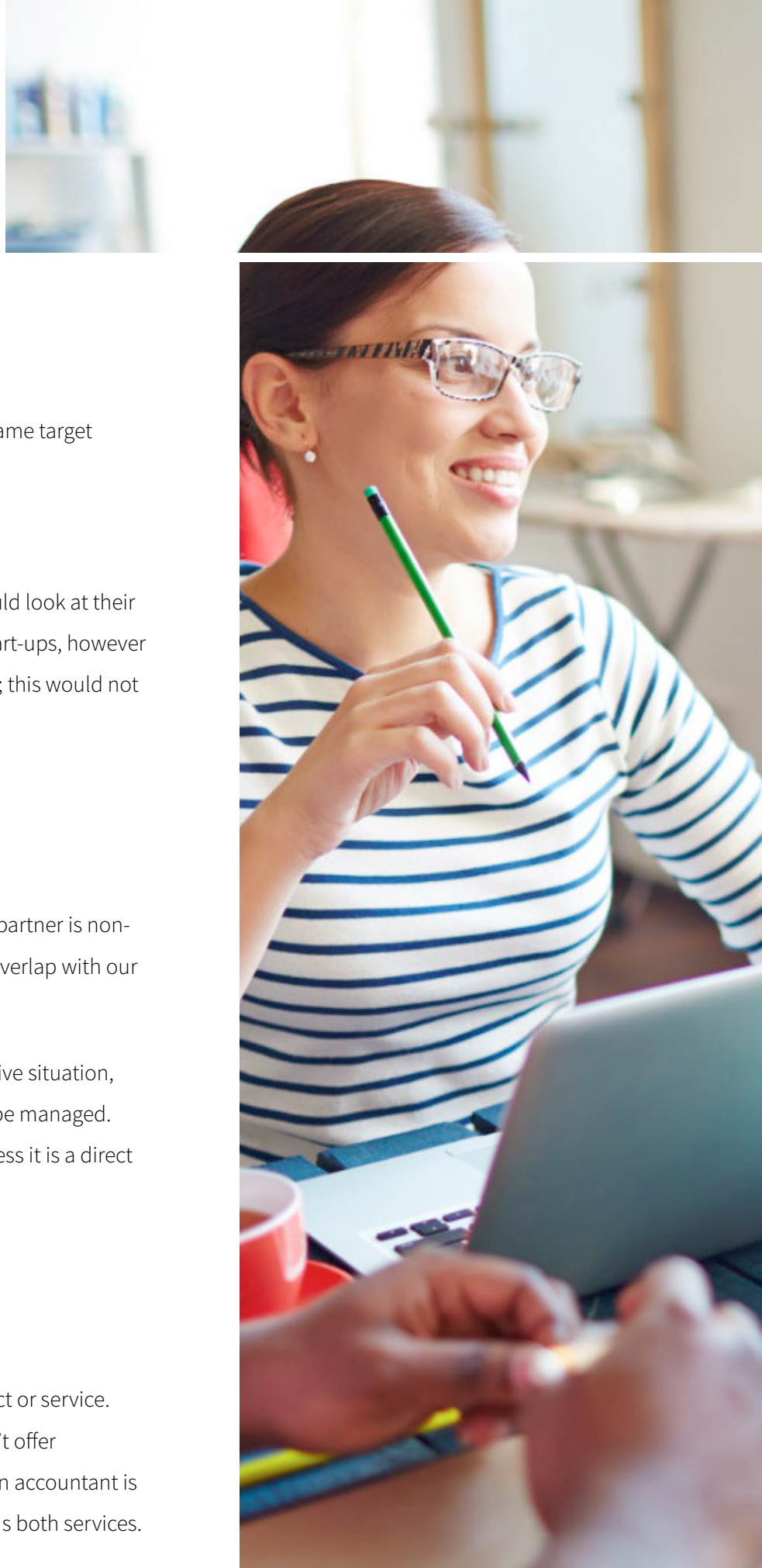
### **NON-COMPETITIVE**

Secondly, we need to ensure the potential partner is non-competitive by reviewing if their offerings overlap with our own.

Whilst we do not want to create a competitive situation, I've often found a small overlap can easily be managed. Do not automatically dismiss a partner unless it is a direct competitor.

### **COMPLIMENTARY:**

Find partners with a complimentary product or service. For example, if I am a Bookkeeper and don't offer accountancy services such as tax returns, an accountant is a complimentary partner as the client needs both services.



## THE CRITICAL FACTOR

### VALUE ALIGNMENT

I always ask myself these questions:

- » Would I use this company myself?
- » Do I believe in their product or service?
- » What is their reputation? (ask around)

If you partner with another business which does not have a good reputation or share the same values it will absolutely reflect badly on you!

No matter how good the partnership may look, if you do not have aligned values it is best to walk away from the opportunity.

As an example, I was previously approached by a bank, however I had a negative experience with them and would not recommend them to others.

Despite there being a good opportunity I said no because we did not align on values

## HOW TO START THE CONVERSATION?

### IDENTIFY THE 3-WAY WIN:

Before I speak to any potential partner I will look at three aspects:

- » What's in it for them?
- » What's in it for the client?
- » What's in it for me?

WHAT IS IN IT  
FOR ME?



WHAT IS IN IT FOR  
THEM?

WHAT IS IN IT FOR  
CLIENT?



By answering these questions, I can ensure it is mutually beneficial to all and going to be a successful partnership which delivers great results.

Answering these questions will also help me to position the partnership from all angles in my conversations, as opposed to just solely reviewing what's in it for me.

As I previously mentioned 99% of my partnerships are unpaid. Whilst this is a personal choice, and circumstances do vary. I rarely see the need for a partnership to be paid if it is mutually beneficial. I would only explore paid if it was more of a one sided circumstance.

**When starting a conversation with a strategic partner, no matter who it is, I will start the conversation by making it all about them.**

For example, it could be as simple as, "I get asked regularly for recommendations for HR specialists. I'm looking for a safe pair of hands which I trust to assist my clients with their HR requirements. I wanted to see if you would be open to a conversation about partnering".

**Note, I did NOT say "can you also refer clients to me."**

I believe it is important to give first without expectation. You may be a total stranger and therefore they are unlikely to trust you enough to reciprocate with a referral.

We do not want to be that friend who only phones because they want something from us! Whilst most people take a 'me first approach', this approach is refreshing and lowers the other persons boundaries.

Once the conversation progresses the vast majority of people will then reciprocate and ask how they can help you.

Whilst I have used referrals as an example, this can take many other forms. For example, recently I asked several co-working spaces if I could do a free educational lunch and learn to provide extra value to their members. This was a great success.



## BE SPECIFIC

When partners offer to reciprocate and ask who your ideal client is the key to success is to be specific. State who you typically work with, what challenges they face, and how you resolve their problems. This ensures you're going to get the highest quality leads because you've been specific about who you do and don't work with.

For example, 'small business owners who need help from a virtual assistant is way too vague'.

A better example would be six figure services businesses based in Sydney who are looking to significantly scale their business.



## LEVERAGE YOUR NETWORK:

Your network is the perfect starting point.

Review your network and identify who can introduce you to a potential partner. What 2nd and 3rd connections can you find on LinkedIn?

## ASK

Be bold and ask the question!

Many of the strategic partnerships I have formed happened because I asked the question.

Many of us assume that others, particularly larger organisations, won't be interested. However, this is not the case if you identify the 3-way win and confidently ask the question.

**I used this approach when approaching Westpac. Initially I thought, why would they want to speak to me?!**

I looked at the 3-way win before approaching Westpac. It gave me the confidence to approach a large corporate and know I could bring value to the table.

A friend of mine who has a small business recently became a brand ambassador for Microsoft. She has a great social media following in the small business owner community and they wanted to leverage her influence in this space. She got great exposure and credibility from the partnership. The client got new insights and content. Another great example of an unpaid partnership.

## AVOID THE PITFALLS

---

Strategic partnerships go wrong when people only look at what's in it for them or take a short term view. If they do not get something immediately in return, they give up.

Some partnerships have delivered immediate results for my business, whilst other partnerships take years to build.

It is critical to build the relationship with regular contact such as sharing relevant articles or interesting events via email, and arranging monthly or quarterly catch-ups

**I see strategic partnerships as a marathon, not a sprint.  
I'm in it for the long term.**

It's important to consider that the benefit of a partnership may not be purely financial. There may be other benefits such as credibility, network and exposure.

In summary, strategic partnerships are a fantastic way to:

- » Add more value to your clients
- » Increase your exposure
- » Increase your sales

It is an underutilised sales strategy and even those who adopt it typically do not approach it how we have outlined and therefore do not get results.

This is my number one lead generation strategy that continues to provide me FREE leads and can do the same for you.

Take action today by making a start to identify your ideal strategic partners!

**Final thought, strategic partnerships don't happen overnight, so don't expect to get married on the first date. Nurture the relationship and you will see enormous results!**







## Let's keep in touch



[ask@salesredefined.com.au](mailto:ask@salesredefined.com.au)



[SalesRedefined.com.au](https://SalesRedefined.com.au)



[Facebook.com/SalesRedefined](https://Facebook.com/SalesRedefined)