

7 Ways to Find Partners

So.....where can you find these amazing partners?..

More On This Topic

The following module offers a deeper insight into this topic:

Approaching Partner Selection

You can find this module at <https://exportsavvy20.com/who/approaching-partner-selection/>

1 Exhibitions

Many companies place a notice on their exhibition stand saying they are looking for representation.

Advantages

- ✓ If you are exhibiting anyway, this is a low-cost approach.
- ✓ A big international exhibition can attract enquiries from several territories.

Disadvantages

- ✗ You will get spurious enquiries.
- ✗ Even the better respondents may not be the best you could have done.
- ✗ There is a temptation to sign people up on the spot without properly checking them out.

2 Agents' Associations

There are a number of Agents' Associations which provide databases of members. In the UK the Manufacturing Agents' Association is well established membership organisation and covers agents working in other fields as well as manufacturing . The IUCAB is the international body and offers a global database and links to Associations in Europe and North America.

Advantages

- ✓ Access to a network
- ✓ Some level of quality assurance

Disadvantages

- ✗ You are accessing a restricted field

3 OMIS (Department For International Trade)

OMIS is the DIT service through which you can ask a Commercial Officer based in your target market to carry out work for you in the market.

Advantages

- ✓ A 'rifle-shot' approach which should generate a short-list of your best options.
- ✓ Saves you time.
- ✓ Commercial Officers are frequently asked to undertake partner searches and are very skilled in this area. Some embassies offer sector specialists.
- ✓ Embassies have a wide range of links in their territories and start from a good knowledge of the market-place.

Disadvantages

- ✗ Some up-front cost
- ✗ You need to brief the Officer very carefully

4 Put Yourself Out There

'Advertise' your business opportunity. On your website, the press, PR, social media, trade shows

Advantages

- ✓ You 'spread your net wide'.
- ✓ You may find Partners where you least expect!

Disadvantages

- ✗ You may get a large number of unsuitable applicants so you have to have a good 'filtering' system

5 Competitors

Check out your competitors Distributor networks and approach these individuals.

Advantages

- ✓ Potential Partner is already operating in the sector.
- ✓ Potential Partner may have customers
- ✓ Potential Partner knows how 'competition works'

Disadvantages

- ✗ Potential Partner may not be loyal
- ✗ If you don't 'recruit them' they are your competition and know how you work.
- ✗ It may inflame relationships between you and your competitors.
- ✗ There may be legal consequences to the approach – CHECK THIS OUT
- ✗ You may not feel comfortable with this type of recruitment.

6 Parallel Industries

Exercise the 'strawberries and cream' effect – if you are the cream – who are the strawberries. Find out who is already talking to your customers, and think about how your product or service could enhance their existing offering.

Advantages

- ✓ These Partners have existing relationships with customers and can 'hit the ground running'
- ✓ There is no conflict of interest.
- ✓ Your offer encourages an upsell

Disadvantages

- ✗ These types of partners can lack focus if not carefully managed (see the module 'growing motivation and commitment').
<https://exportsavvy20.com/doing-business-with-agents-and-distributors/growing-motivation-and-commitment/>

7 Recruitment Agencies

Good old headhunting – certain agencies are very good at finding Partners if you profile them correctly.

Advantages

- ✓ Quite a lot of people who work for Corporates are looking to set up their own operation.

Disadvantages

- ✗ Some up-front cost – fees can be expensive - negotiate
- ✗ You need to brief the Agency very carefully
- ✗ You may get a lot of unsuitable one's (the nature of some Agencies)

Learn More Here <https://exportsavvy20.com/who/approaching-partner-selection/>