

# BUSINESS WORLD TRAVEL KIT

## GUIDEBOOK NOTESHEETS



### 3. It's Smart Business to Partner with Social Profits

Test your memory. Match up the letter 'a' through 'd' using the descriptions below next to the Cone Roper public statistics

- a. Would switch to a cause-related product/brand if quality is the same
- b. Prefer to work at companies associated with a social issue
- c. Are more satisfied, productive and stay longer at companies with cause programs
- d. Consider it important for business to contribute to social profits

<b>Benefit for Business and Social Profit Partnering</b>	
<b>Public</b>	<b>Supports Spending/Volunteering for a Cause</b>
92% of Consumers ...	
86% of Shoppers ...	
96% of Employees ...	
81% of Employees ...	

# BUSINESS WORLD TRAVEL KIT



## GUIDEBOOK NOTESHEETS

---

### 5. Finding the Right Business Strategic Alliance Partner

*This is your opportunity to name business leaders with whom you already have a relationship. Listed below are some categories to help you identify at least one potential business strategic alliance partner.*

*Name a Business Leader in Your Community from any one of these categories:*

Business Owner: \_\_\_\_\_

CEO: \_\_\_\_\_

Business VP: \_\_\_\_\_

Chairman of the Board: \_\_\_\_\_

Board/Advisory Council: \_\_\_\_\_

Neighbor: \_\_\_\_\_

Professional Association: \_\_\_\_\_

Relative: \_\_\_\_\_

Personal Friend: \_\_\_\_\_

Other: \_\_\_\_\_

Other: \_\_\_\_\_

Other: \_\_\_\_\_

# BUSINESS WORLD TRAVEL KIT

## GUIDEBOOK NOTESHEETS

---



### 5. Finding the Right Business Strategic Alliance Partner (continued)

#### Research Sheet on Prospective Business Partner:

*Research the firm to which the business person previously identified is connected. Refer to the GIZMO called Producing Proposals that Work! for a copy of the preliminary Business Research form that contains space for basic contact information, assets/liabilities, corporate leadership, etc. Then use the additional space below to collect, organize and record impressions related to feasibility of a strategic alliance.*

Name of Contact: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Business Purpose: \_\_\_\_\_

Business Objectives: \_\_\_\_\_

Target Customer Base: \_\_\_\_\_

Brand Identity: (See Business Terms and Definitions later in GIZMO) \_\_\_\_\_

Existing Community Goodwill: \_\_\_\_\_

Employee Productivity: \_\_\_\_\_

Social Profit Organization Links: \_\_\_\_\_

Business Contact Social Profit-Related Activities: \_\_\_\_\_

# BUSINESS WORLD TRAVEL KIT



## TOPOGRAPHICAL MAP NOTESHEETS

### 1. Getting to the Best Match – Business Alliance Formations

Based upon your previous research in the Business-World Travel Guidebook record the name of your business alliance prospect in the space below. Then use the chart below to determine your level of alliance readiness on a scale of 1 – 5 (1 being least and 5, most).

Business Partner

Name \_\_\_\_\_

Social Profit

Enterprise \_\_\_\_\_

<b>Keys to Strategic Alliance Success with Your Business Alliance Prospect</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Understand your assets and products ... Do you have a list of all assets your enterprise can offer?					
Capture the imagination ... Have you made a creative connection between your assets and the businesses' products/commodities?					
Choose your business strategically ... Is there potential for a fit, alignment and distinct niche?					
Build relationship ... Do dependability, trust and likeability exist?					
Start slow ... Do you have a small, innovative project in mind?					
Be patient ... Do you have the commitment to get buy-in on both fronts and prepare an acceptable agreement for a larger project?					
Account management capacity ... Do you have one person with the capacity to act as alliance principle contact?					
Be prepared to deliver ... Does your reputation excel at doing exactly what you say with staff, time, attention, etc.					
Prepare for the business ask ... Have you thought through to clearly and concisely answer ... "So how do you see this working?"					

Total your overall score.

If you averaged 35 –45

Identify the best business strategic alliance match, proceed.

If you averaged 25 –34

Determine the areas that need work and select the best business alliance match for the near future.

If you averaged 24 -0

Study & apply action steps to the areas that need your attention in order to proceed to a alliance.

# BUSINESS WORLD TRAVEL KIT



## TOPOGRAPHICAL MAP NOTESHEETS

---

### 2. Finding the Best Route – Business Structures

Use the examples below to stimulate ideas for navigating various business structures to find the best route to gaining support. Then use the lower portion of each chart to list the names of people you know who are associated with small, mid-size and larger business in your area. List these businesses. Even if your contact is not a decision maker, they can tell you who is and help influence your approach. Then you can research, cultivate, build trust, start on small projects and develop strategic alliances.

#### Small Businesses and Franchises:

<b>Point of Contact and Responsibility</b>	<b>Business Examples</b>
The Owner:  Usually makes decisions themselves regarding sponsorships or partnerships with social profits. May delegate to a general manager.	<ul style="list-style-type: none"><li>• Stores (gift, hardware, pet, book, clothing, feed, etc.)</li><li>• Restaurants and coffee shops</li><li>• Beauty shops, spas and health clubs</li><li>• Gas stations and convenience stores</li><li>• Professional services (lawyers, accountants, doctors, architects, etc.)</li><li>• Home maintenance and service companies (electricians, plumbers, landscapers,</li></ul>
<b>People You Know Are Associated</b>	<b>Business In Your Area</b>

## Mid-Sized Businesses:



<b>Point of Contact and Responsibility</b>	<b>Examples</b>
<p>Public Affairs, Advertising, Marketing Director</p> <p>People with an external, public line of responsibility i.e., customer service, advertising, etc.</p> <p>Usually the point of contact who then takes requests/proposals to the owner(s) for final decisions.</p> <p>Mid-sized businesses usually include those with several dozen to several hundred employees.</p>	<ul style="list-style-type: none"> <li>• Manufacturing plants</li> <li>• Hotels, resorts or country clubs</li> <li>• Regional utility companies</li> <li>• Local or regional media companies</li> <li>• Bank branches</li> <li>• Car dealerships</li> <li>• Construction or real estate development companies</li> </ul>
<b>People You Know Are Associated</b>	<b>Business In Your Area</b>

## Large Businesses:



<b>Point of Contact and Responsibility</b>	<b>Examples</b>
<p>Employee Giving Council Chair, Corporate Foundation Executive Director, Senior VP for Marketing, etc.:</p> <p>Another contact and person of interest often begins with the Sr. VP for Public Affairs/ Marketing. They may be the end point or will refer you to the head of the Employee Giving Council or a Corporate Foundation staffperson for the ultimate decision-making. Although the President/CEO/Chairman can influence, there's no guarantee.</p> <p>Special Note: Executive Assistants are very important gatekeepers ... work to be respectful, cordial, responsive and always thank them for getting your message to their bosses ... they are invaluable allies</p>	<p>Consider these large corporations with local, state or regional offices for partnering opportunities:</p> <ul style="list-style-type: none"> <li>• Walmart, Target, Home Depot, Lowes, Toys R Us, Best Buy, Staples, Bed Bath &amp; Beyond and other "big box" stores</li> <li>• CVS, Walgreen's, Albertson's, Safeway and other supermarket and drug store chains with local presence</li> <li>• John Deere, 84 Lumber, AutoZone, Blockbuster and other specialty stores and service centers</li> <li>• Bank of America and other banking regional community affairs offices</li> </ul>
<b>People You Know Are Associated</b>	<b>Business In Your Area</b>

# BUSINESS WORLD TRAVEL KIT



## PASSPORT NOTESHEETS

---

### 1. Speak the Language

*Pretend you are at a reception. Use the column on the right to write down your responses to questions that could come up in conversation. Get your responses down to 20 seconds.*

<b>What is it that you do?</b>	<b>Focus on the problem first.</b>
<b>Interesting. How long have you been working at this issue?</b>	<b>Opens the door to answer the question and then state the most unique attribute of your mission.</b>
<b>Hmmm ... what difference have you made?</b>	<b>Share what you've achieved.</b>
<b>What do you need?</b>	<b>Explain how to support your cause.</b>



# BUSINESS WORLD TRAVEL KIT



## PASSPORT NOTESHEETS

---

### 2. Share the Experience

Reframe your conversation based on these business motivations:

- Building your organization's brand
- Distinguishing yourself from the competition
- Attracting more market share and loyalty
- Enhancing your reputation
- Establishing and following clear objectives
- Increasing productivity
- Building good will

*For example, if you say this now ...*

"We are very excited that the new after-school drug prevention program we implemented for middle-school students is almost at capacity. We only received funding for our county-wide initiative last fall. Our next initiative includes taking our programs into neighboring counties where we'll serve even more students in need."

*Reframe and say this instead ...*

"Our grade school drug prevention program has been so successful that parents of middle school kids are calling up and asking us to offer the same thing for older kids. So we did the research, planned the roll-out, secured the money, and are delivering the program right now as we speak."

And even though the program is new, it's based on what's working for younger kids, so we saved a lot of time and money implementing it. The program is almost full and we'll have to start a waiting list soon because word keeps spreading. Next we plan to move out into three neighboring counties. But we need partners to do this, of course....."

You're saying basically the same thing, but choosing to share the information in a way that resonates with the business community.

# **BUSINESS WORLD TRAVEL KIT**



## **PASSPORT NOTESHEETS**

---

### **3. Your Turn**

Your attention to speaking the language and sharing experiences that leaders can understand is your passport into the business world. Write your answers to the questions below and reframe your conversation based on these business motivations:

- Building your organization's brand
  - Distinguishing yourself from the competition
  - Attracting more market share and loyalty
  - Enhancing your reputation
  - Establishing and following clear objectives
  - Increasing productivity
  - Building good will
- 
- Write out your "spiel" the way you usually say it
- 
- Deconstruct it, sentence by sentence
- 
- Rewrite your story using the previous information