

What's Your Partnership Style ?

What type of business relationship best fits your marketplace? To find out, answer the following questions and evaluate whether your organization is high, medium or low on each dimension. Then give this to your partner to see how they evaluate the channel.

Level of Trust

	Low	Moderate	High
Openness to share information about your businesses and customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focus on creating success through collaboration and cooperation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acknowledgement of problems as they occur and sincere efforts to resolve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Joint identification and proactive steps to address common business issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consistent commitment to channel members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desire to do the right things for mutual gain and willingness to learn and change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear expectations and sincere efforts to ensure commitments are met	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working relationships based on interdependence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Level of Joint Business Activities

	Low	Moderate	High
Negotiate and maintain fair margins and competitive pricing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Host dealers at trade shows with broad participation and face-to-face contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide sales promotions and joint sales calls responsive to reseller needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create joint action plans to act on valid customer and market data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work collaboratively to reduce overhead and delivery time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jointly coordinate the delivery of products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Invest time and resources to differentiate manufacturer's product through service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Achieve measurable impact on performance and customer satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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