## STRATEGY 9: FORM PROFITABLE STRATEGIC PARTNERSHIPS

## Scripts for Determining the COI’s Commitment

You choose the centers of influence you want to work with, not the other way around. Nonetheless, you still need to be able to confirm that they are open to working with you and, if so, their level of interest and potential commitment to a strategic partnership.

Once you have conducted discovery and determined that a particular center of influence has the potential to make a good strategic partner and that you want to move forward, ask the COI some questions to understand his or her interest in a partnership. Below are some examples of questions you can ask.

**“Jane, it’s clear from your responses to my questions that it would be worthwhile for us to continue exploring how we might create a very effective strategic partnership. If I could help you significantly grow your business, would you be open to the idea of referring affluent clients to me?”**

**“Jane, if we could build a strategic partnership that would help you in solving your most important challenge—bringing in new business—would you be interested in working together?”**

The COI’s response to a question like these will show you his or her level of interest and possible commitment. You are likely to hear a clear “yes” or “no.”

If you hear a “maybe”—yet you believe the COI has real potential—follow up with a question like this:

**“If we designed a plan to achieve your most important business goals, what obstacles would prevent us from working together?”**

Once you have determined that the COI has sufficient enthusiasm and commitment for moving forward, set up the next step in this way:

**“Our next step is to schedule the first of our monthly meetings. At these meetings, I’ll share with you my new thought leadership content. Then we’ll look over your client and prospective client list to determine which clients and prospective clients would most benefit from receiving which content. I’ll help you with send that content out and will also give you some coaching on how to follow up effectively to generate revenue from existing clients and attract new business. What would be a convenient time for you to meet?”**