

## 8 Tips for Partner Selection

1. Profile your ideal partner carefully. What will they need to offer? What geographical coverage will you need to achieve? Are there market segments you want to address through a different route? Do you need to take account of 'Stage Two' in your development of the market.
2. Do your research. Understand how the market works and take account of this in your strategy.
3. Be systematic in your approach. Trawl the market for the right kind of contacts. Evaluate them according to your criteria and target the people you really want.
4. Double check claims about market coverage/sector penetration. Ask for track record.
5. Ask clear direct questions about the level of resource they are willing to commit.
6. Be prepared to adjust your strategy, but be aware you are making compromises and consider how these might be made up.
7. Check out potential partners carefully. The embassy may have anecdotal information. Carry out a financial check. Ask for bank references. Ask for trade references.
8. Invite a potential partner to the UK. Test their commitment.
9. Be aware that trust will play a key part in your relationship. Look for someone you can work with. Your 'gut feel' will play a part in your decision.

The following modules offer a deeper insight into this topic:

**Approaching Partner Selection**

**Assessing Capacity and Capability**

**Shared Commitment**

You can find them in the SavvyAcademy or in the 'Find and Manage Partners' area of 'Create Your Plan'.

Information you complete as part of the Module will be automatically entered into your Plan. The more modules you complete, the more your Plan will build.

### Bear in mind:

- **This is *your* market.**
- **In looking for a partner you are not looking for a customer but someone to work with you to develop it.**