

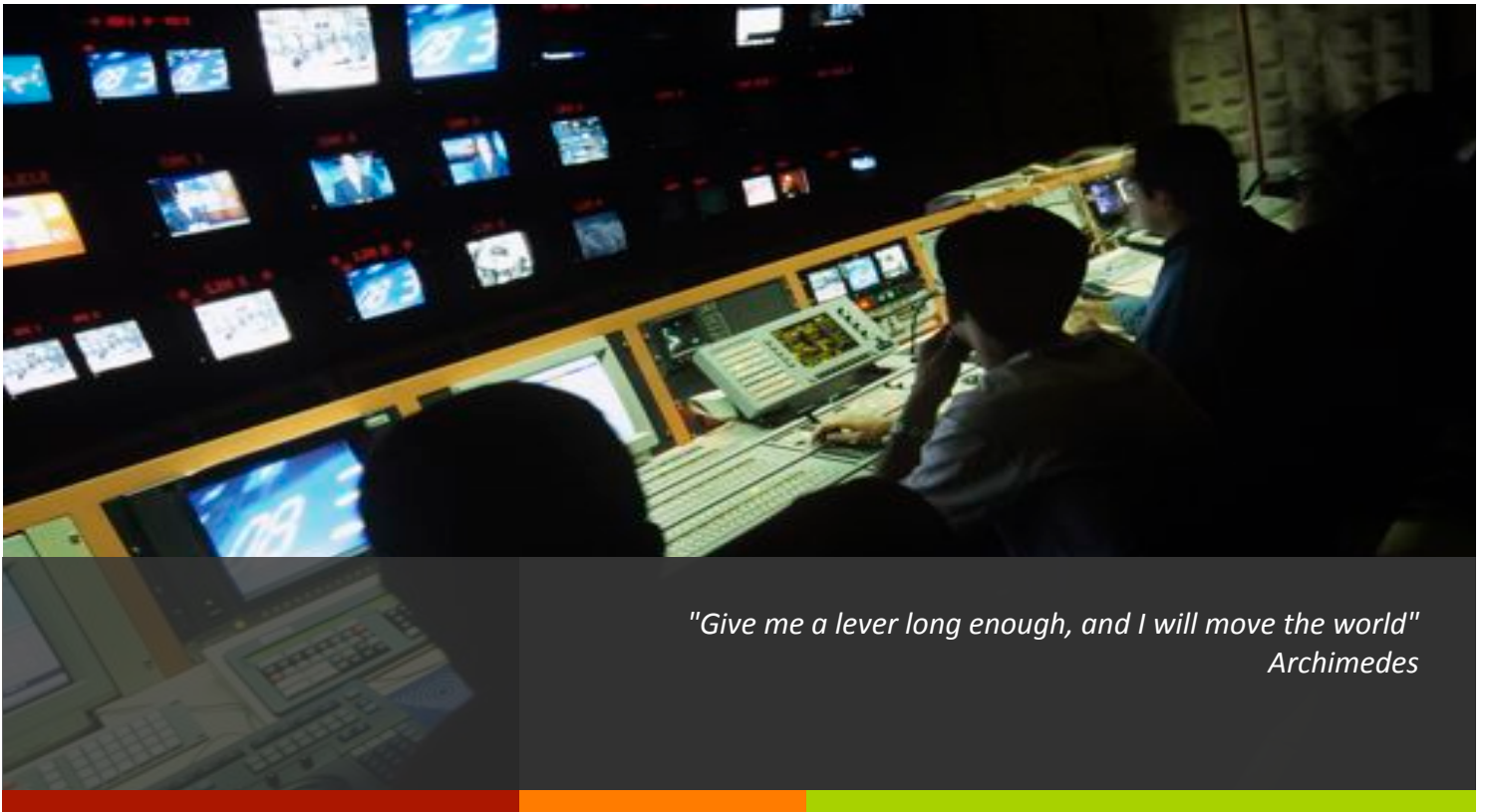
Connecting with Customers

Mastering Leverage in Business

By Rubilda Segura & Robin Power



www.affinitymaker.com



"Give me a lever long enough, and I will move the world"
Archimedes

Get critical insights on how to apply the concept of leverage to maximize your chances of fulfilling your business goals.

Successful individuals understand that using leverage accelerates success in any endeavour. However one can build a successful business in more than one way:

- Doing it on your own: No Leverage
- Creating strategic alliances and partnerships: Contact & Credibility Leverage

You may become successful without using leverage, but you if you aren't using it that could mean you are willing to compromise the level of success, speed, and time to achieve that goal. Simply put, 'leverage' boils down to getting more results with less effort.

If that has not convinced you just yet take look at the following reasons why a businesses should use leverage, and see if one or more of your business's objectives are among them:

- Grow revenue by developing new revenue streams
- Penetrate new markets
- Customer segments
- Geographical expansion (local & international)
- Sell a new product or service to core customers (brand extension)
- Establish new distribution channels
- Drive footfall or improve retention of customers or members
- Accelerate market entry
- Stimulate usage of loyalty / credit / account cards
- Maximise marketing spend return on investment

- Capitalise on brand strength or increase their own brand awareness

Wouldn't it be great to be able to target the database of an organisation with pre-profiled clients who exhibit the buying behaviour your business looks for?

Well, there is an effective and easier way to achieve it; by using the Affinity Engine™, an online based tool that is the start of the business matchmaking process. Developed by Affinity Maker™, a specialist in establishing and maximising the value of partnerships and alliances, it allows businesses to profile themselves, specify their partnerships needs and business objectives. Once a profile has been created, the Affinity Engine will search other profiles to find a perfect match.

Crossing the Action Threshold

Imagine having clients, partners and friends who proactively market you and seek out clients for you. And the best part is that you did not even ask for it, they do it willingly. This proactive behaviour most likely will come after you have gain a certain degree of trust, and the relationship has grown strong – that is when you have what is called leverage.

However, if your relationships are not at that actionable stage they are not reaching their full potential and they are not being as beneficial as they could. The first and most obvious step to get them there is to greatly increase the credibility level in what you're selling.



"I would rather earn one percent of the efforts of 100 people than 100 percent of my own efforts."

J. Paul Getty, Billionaire/Oil Magnate

Imagine if this was done on a huge scale, in a business-to-business sense; for example using a "Host-Beneficiary" relationship. Host-Beneficiary Marketing is simultaneously a proactive method of maximising existing referral relationships and a strategy for building new ones.

Marketing guru, Jay Abraham explains how it works; "A Host-Beneficiary Relationship is where Company A (the Host) agrees to let Company B (the Beneficiary) deliver a sales message to people who are Company A's customers." Although the beneficiary usually prepares the message, it is sent and endorsed by the Host. The endorsement or "advocate selling" capitalises on the Host's relationship with its customers so it's vital to figure out who already sells to and enjoys the strong goodwill of people in your target audience.

Host-Beneficiary Relationships usually include a revenue sharing arrangement for business generated by the strategy.

More Business Leverage Options

Partnerships vary in their level of engagement, risk and reward sharing. The table below outlines different partnering styles in increasing level of risk.

Host / Beneficiary	Introducing your business to the database of another business.
Affiliate Marketing	White labeling your product or service to others to sell for commissions.
Affinity Marketing	Adding value to your brand via a complementary service from another brand e.g. affinity credit cards.
Partnership Marketing	Tactical short term marketing initiatives, consisting of promotional or third party tie-ups.
Brand Affinity	Working with other brands to change perception and generate awareness for your brand.
Alliance	Joining or coming together for a purpose.
Strategic Alliance	A formal relationship formed between two or more parties to pursue a set of agreed upon goals or to meet a critical business need while remaining independent organisations
Joint Venture	A partnership formed often to share risk, profit, control or expertise.
Merger & Acquisition	Buying, selling and combining of different companies that can aid, finance or help a growing company in a given industry grow rapidly without having to create another business entity.

Leverage is a powerful concept. Maintain your focus, don't get over-extended, and you can expect a great return on your investment of time and energy.

Affinity Engine™



The Affinity Engine™ was designed to aid organisations who fall into two categories: those looking to establish new partnerships or alliances to grow revenue, introduce innovative products or services or reduce costs. And secondly those that have a partnership or alliance at any stage, from concept through to full functioning and are experiencing challenges to get it to function optimally. Making Partnerships and Alliances Work is all we do. Why step into an unknown and potentially risky venture unprepared when you could arm your organization with a series of tools and techniques that would ensure the greatest likelihood of success.

Affinity Maker™ is an international boutique consulting company that helps clients create new partnerships and alliances and make existing ones work better.

To find out more about our services or to start using the Affinity Engine™ visit our web site www.affinitymaker.com

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