

## Boosting Business Through Balanced Relationships

In today's competitive environments, partnering is vital to any organization's success. The promotional industry is an over-ripened market full of assorted players that are offering much of the same thing. There are a number of partner programs out there, but it is only those players that can maintain robust partner communities that will move forward and forge the innovation that our industry is crying for.

With the right strategic partner - and many times clients - you will expand your product and service portfolio, and a more important windfall, increase revenues from clients that are already loyal. A 2002 Accenture industry study concluded that 82 percent of executives view partnerships as the primary channel for future growth over the next three years.

### Partnership "Do's" and "Don'ts"

Brymark partners with national and international top distributors, resellers, and support consultants. The next few issues of Brand News will feature some insights on the "do's" and "don'ts" of partner relationship.

**DON'T** confuse the 'means' with the 'ends' – Creating a partner program should not be the ultimate goal or else it risks losing relevance to the real business issues you and your partners confront in the marketplace. What is seen more and more is a lot of logos on a partnering web page with the business benefits loosely understood by the parties involved.

**DO** know the difference between Partners and Alliances – Nothing can put a partner program on the backward path faster than confusing managed Partners with Strategic Alliances. Key partners need customized and strategic approaches, and larger groups of distributors and affiliates need a simple, structured way to do business with you.

### INTERESTED?

Partnering with Brymark will advance the revenue earning of your activities. As a partner, your organization has access to an established cross-industry customer base and infrastructure built on pioneering service and quality assurance operations. To discover your interest in becoming a distinct partner, please visit us at [www.brymark.com](http://www.brymark.com), or contact us directly: [partners@brymark.com](mailto:partners@brymark.com), and T: (613) 737-4556, Toll Free: 1-877-521-1102; F: (613) 739-8145.