





Maximizing Your Broker Partnership

If you want to achieve your business goals, your broker partnership should be a top priority. Follow these tips to ensure a successful partnership.

Provide a Solid Marketing Plan

4Ps Marketing Mix

Your marketing mix is the groundwork for your partnership. Be clear on how you're creating demand for your product and explain it to your broker partner to increase your chances of success.

Distributors and Retailers

Let your broker deliver the message to message to your partners in trade. They need to be equipped with the relevant information to do this effectively.

Collateral and Trade Spend

Giving your broker's sales team selling tools such as samples, coupons, merchandising materials, and other collateral, along with trade spend to execute selling presentations is crucial in creating demand for your product.

SMART GOALS

Set Up SMART Goals

1 Specific

Clearly define your objectives to ensure everyone is aligned.

2 Measurable

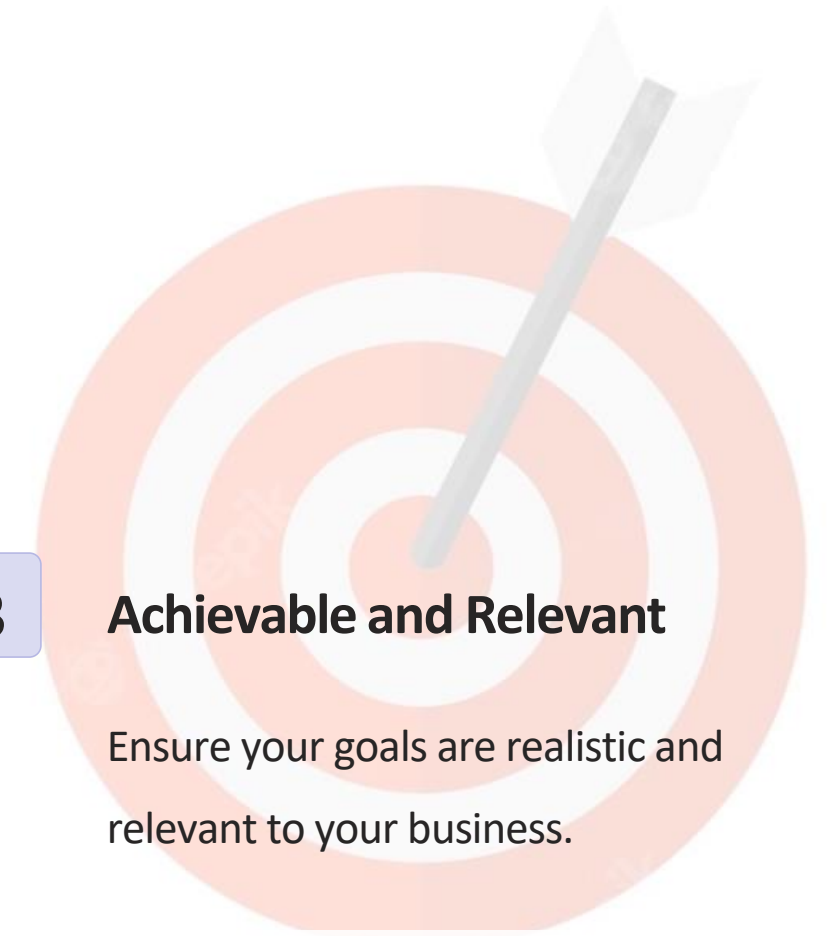
Use clear metrics to track your progress and adjust your tactics accordingly.

3 Achievable and Relevant

Ensure your goals are realistic and relevant to your business.

4 Time-bound

Set deadlines to help keep everyone accountable and on track.



Your Goal

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Set Up KPI's

Monitor and Review

Consistently monitor and review these KPIs with your sales team to ensure that you stay on course and can make changes as needed.

1

Define Success

Carefully define what success looks like for your partnership and set key performance indicators (KPIs) to track progress and identify areas for improvement.

2

Adjustments

By analyzing the results and feedback of your KPIs, you can make informed decisions and enhance the overall effectiveness of your partnership

3

Provide Selling Tools

Physical Tools

- Samples
- Coupons
- Merchandising materials
- Collateral

Non-Physical Tools

- Sell sheets
- Company and product information
- Plans and strategies
- Product Presentations



Set Up Quarterly Training Sessions

1

Education and Training

Dedicate time every quarter to educate and train your Broker sales team on new products, industry trends, and best practices.

2

Follow-Up and Evaluation

Follow up the training sessions with evaluations to measure their effectiveness and to tailor your approach for ongoing success.

Set Up Monthly Business Reviews

1

Establish a Monthly Review Schedule

Make sure you have a set schedule for monthly reviews to keep the partnership on track and to provide insight on the progress being made.

2

Agenda and Report

Prepare a detailed agenda and report for these meetings to ensure all relevant points are being discussed and to ensure accountability.

3

Continuous Improvement

Commit to continuous improvement through these monthly reviews by implementing changes based on the results and feedback of the partnership.

Set Up Weekly Follow Up Calls

Stay in Sync

Weekly follow up calls are the glue that keeps the partnership running smoothly. Use them to check in with your broker and to ensure everything is running smoothly.

Quick Fixes

If any challenges have arisen, the weekly calls enable you and your broker to quickly address them and avoid any additional delays.

Momentum

Weekly calls keep the momentum partnership going and help to foster a stronger relationship between you and your broker's sales team.

Be Present



Build a Relationship

Get to know every member of your broker team involved in your business. Take the time to find out more about them, their role, and interests.



Stay Connected

Stay connected with your broker team with regular updates on any changes that may affect your business. Sending a personal message over email or meeting in person is always appreciated.



Be Informed

Stay informed of any upcoming changes that might affect your business by keeping a close eye on industry trends and market conditions.

Partner for Success

Your broker team is your sales team. To foster a successful partnership, it's important to treat them accordingly and communicate effectively. By working together, you can achieve your goals every month.