



STRATEGIC PARTNERSHIPS /VENDORS

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HOW TO STRUCTURE A MARKETING TEAM: STRATEGIC PARTNERSHIPS/VENDORS

STRATEGIC PARTNERS/VENDORS

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STRATEGY**

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WAYS

**TO SUCCESSFULLY
PARTNER WITH
EXTERNAL
TALENT**





1. **ENSURE THE PARTNERSHIP IS WIN-WIN.**

External partnerships must be based on a win-win dynamic. One partner can't win over the other. If the partnership isn't mutually beneficial, you'll never achieve the results you're seeking.

2.

CONSIDER YOUR PARTNER A PART OF YOUR TEAM.

Whether you're working with internal or external talent, it's important that everyone feels a part of the same team, working towards the same goals. To achieve this, it's important to remember that language and a culture of inclusivity matter. For example, external talent should be referred to as partners rather than vendors. They should be brought into discussions and have access to information in the same manner as other team members. A rule of thumb is that if you don't trust external talent enough to consider them a part of the team then they're likely not the right people to partner with.





3. REMOVE GEOGRAPHIC AND SECTORAL BOUNDARIES.

It's important to look for the right kind of talent regardless of where they are. COVID has demonstrated that it's possible to effectively collaborate remotely, thus removing geographical boundaries. We're also seeing there are benefits in looking for talent across sectors. For example, in agriculture, we often look to the automotive industry, which has very mature dealer distribution channels. Although the sectors are different, we benefit from leveraging talent that understands their leading practices

4.

**FIND AN
EXTERNAL
PARTNER, WHO
CAN MEET YOU
WHERE YOU ARE.**

Change happens where you are – not in the future or the past. To make progress towards your goals, it's vital to partner with people who truly enjoy working where your company is now.





5.

ACTIVELY SEEK OUT DIVERSITY & INCLUSION.

As leaders, we need to own this. We must ask ourselves whether we're getting the broadest and best possible diversity of thought and talent. This needs to be one of the top decision criteria when looking for external talent.