

10 GOOD REASONS FOR USING BRAND PARTNERING TO TRANSFORM YOUR BUSINESS

1. Qualitative data from conversion examples across different sectors, including professional service markets, indicates significant advantages created by the power of local ownership – reduction in costs, increase in income, more focus on profit and adding value, better penetration of the existing customer base.
2. Traditional organisational growth, i.e. company-owned stores and the associated HQ back-up comes at a price. Brand Partnering, because it changes the relationship between the customer and the store and the relationship between HQ support functions, opens up new organisational possibilities based on a completely different cost / income model. In this sense, the client would add 'enterprise release' as a 'tool for change' to its transformation strategies.
3. Brand Partnering encourages increased ownership and responsibility. This in turn automatically drives the tailoring of the marketing / sales efforts to meet local needs / requirements. By definition this emphasises the full meaning of local service and the significance of leveraging customer relationships.
4. Brand Partnering unlocks latent entrepreneurial flair – encouraging a feeling of 'permission' within guidelines to make things better – to do things differently. Fundamentally it encourages innovation and creativity.
5. Brand Partnering achieves a better balance between small business thinking and the benefits of being part of a bigger business. The challenge therefore is to maximise the benefits of brand strength whilst encouraging everyone to think / act like a small business. The thought process suggests that it will work as everyone has a vested interest in making their markets even more successful. This will impact positively on financial performance.
6. The devolvement and transfer of responsibility for P&L to Brand Partners, with emphasis on increasing revenues and containing costs, represents a graduated process of freeing things up within an agreed relationship / commercial agreement. This process makes the organisation more agile – more fleet of foot.
7. Greater financial rewards go with achieving higher performance – not just for the Brand Partners but for staff supporting the initiative as the Brand Partner can organise incentives within their store.
8. Increasing flexibility through encouraging a new culture – more 'can do it' philosophy as part of his / her business approach.
9. Brand Partnering encourages everyone in the business to rethink and re-evaluate their role and responsibilities, their use of time, their approach to customer relationships as this new model encourages a more liberated way of working. The emphasis is much more on value and personal contribution.
10. Above all, Brand Partnering presents a new and exciting career step for those who want it and are seen to be suitable. It has much potential in terms of putting 'enterprise' on the map as a career pathway and therefore has the potential to rejuvenate / re-motivate many who might otherwise not be able to fulfil themselves within the organisation. Logic says that this would benefit:
 - talent management and the development generally of potential
 - retention (no 'unnecessary' loss of talent)
 - the attraction of talent