

PartnerTracSM

Using Strategic Alliances to Drive Revenue Growth

Well targeted third party corporate alliances and strategic partnerships can greatly enhance your organizational revenue growth plan.

Most companies shy away from this strategy because they lack the internal experience developing them or the imagination to leverage them to grow their businesses.

PartnerTracSM is our proprietary strategic alliance development process that embodies best practice partnership principles used by industry leaders including Disney, GM, Oracle, and Citigroup. It is designed with the expressed intent of helping companies drive organic top line growth and marketplace business advantage.

Through PartnerTracSM Ascension consultants help clients develop and formalize third party business partnerships to help successfully acquire new customers, expand geographically, and leverage emerging technologies.

A Comprehensive Alliance Model

Ascension PartnerTracSM consultants work hands-on with clients from program development through relationship integration with new partners. Program support includes:

- Alliance strategy development
- Target company outreach
- Partner solicitation materials development
- Financial pro forma impact models
- Contracting process assistance
- New partner business integration
- Candidate partner identification
- Active partner negotiations
- Partner evaluation models
- Partner selection criteria

PartnerTracSM is a complete end-to-end strategic partnership development assistance program. The typical program requires 6-12 months to select partners and finalize alliance agreements and Ascension consultants will confidentially lead your team through the process every step of the way.

Consider PartnerTracSM as a way to enhance your business expansion strategy through win/win new business growth partnerships.

For more information on PartnerTracSM please contact Craig Apatov, Managing Partner at capatov@ascensionstrategy.com or call 404-250-4547.