



# 5 KEY STEPS TO A KILLER CAREER IN PARTNERSHIPS

One thing we know: Partnerships are hot—at times accounting for more than 30% of overall revenue. So how do you become a part of this rising field?

1

## MAKE THE BIG PITCH

# ROI



### PARTNERSHIPS DRIVE BUSINESS VALUE:

{ BRAND LOYALTY + GROWTH + AWARENESS  
+ REVENUE + AUTOMATION LOWERS COSTS }

**EQUALS: EXCELLENT ROI**

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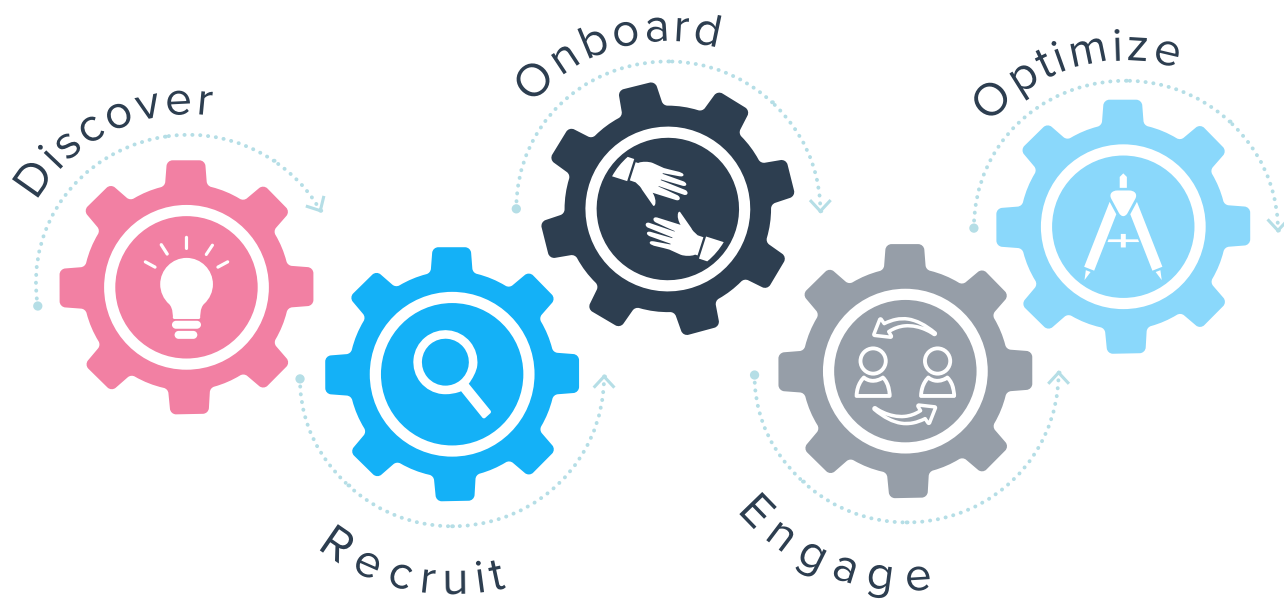
## USE PARTNERSHIP AUTOMATION TO OVERCOME STAKEHOLDER OBJECTIONS

WHAT TO SAY TO:

Biz dev	Finance	Social Media
<p>"I can bring in new, smaller partners and scale up your team's results using automation."</p>	<p>"My platform will eliminate added accounting headaches."</p>	<p>"I can take on time-intensive tasks like managing 100s of micro-influencers, freebie requests, and more."</p>

3

## WIELD YOUR SECRET WEAPON



4

## CLOSE THE DEAL WITH THE DATA!

**Companies with best-in-class partnership programs...**

- See **2x** faster revenue growth
- Are **5x** more likely to exceed expectations on metrics like stock price and profitability
- Report gains in brand awareness and competitive advantage

From Invest in Partnerships to Drive Growth and Competitive Advantage. A commissioned study conducted by Forrester Consulting on behalf of Impact, May 2019

5

In summary, to expand your career in partnerships, you need to:

- BE PROACTIVE**  
Showcase yourself as a strategic thinker.
- SHOW THE MONEY**  
Build awareness of the power of partnerships.
- Follow the **RULE OF 7**  
Educate, update, repeat. It takes 7 times for the message to sink in.

**GROW YOUR CAREER LIKE NEVER BEFORE—GET AHEAD IN PARTNERSHIPS!**