



# The Ideal Partner Profile

Who will handle what tasks in the partnership?

How do you cooperate with your partners most efficiently?

How can you and your partners create more value for the customer?

## The Ideal Partner Profile –advantages and yields

- Clarification of who will manage(/handle) what function on the market
- Clarification of within what areas the partner should be developed and improved
- Security that the right partner is chosen
- Security that the expectations to the partnership(/cooperation) are harmonized from the beginning

## Find the ideal partner

What functions should the company manage themselves and what functions should the partner manage to ensure that both get the largest returns? DIBD has in cooperation with a number of customers developed tools which can help you find the ideal partner. This is done by making an ideal partner profile, followed by a characterization of how the cooperation should be done. Thereupon concrete requirements to the new partner are determined which should conclude in increased sales, value creation for the customers and a more efficient partnership with the right partner.

## YOUR NEEDS ARE IN FOCUS - THEREFORE WE OFFER:

### **Firm specific workshops**

where only your company participates

### **Firm specific implementation**

where we ensure that exactly the tools you need get accurately implemented in your company

**Seminars** with participants from other exporting companies who have the same challenges as you

### AXA POWER implements and structures their partnerships

It is very few potential partners who are able to serve every customer segment on a market effectively. It was therefore important for AXA POWER that they had the right partners to the right customer segments. To AXA POWER it was only a very few of their partners which generated the largest part of the earnings. In cooperation with DIBD AXA POWER elaborated a partner profile that would ensure that the right partners were chosen in the future as well as an evaluation of the existing partner portfolio.

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