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Win-Win: Creating Value-Driven Buyer/Seller Relationships

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Agenda

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- Partnership Definitions
- Procurement Primer
- The Big Picture
- Beginnings to Management to Compliance
- Activity
- Success

Punctuate the Following:

“ A woman without her man is nothing”

Men wrote:

“ A woman, without her man, is nothing”

Women wrote:

“ A woman: without her, man is nothing”

Different Perspectives: Different Emphasis



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Partnership Defined

What makes a good partnership?



What do each of you want in a partnership?

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BUYERS

Instant Poll: Using only ONE WORD, what do BUYERS feel are essential to a successful partnership?

SUPPLIERS

Instant Poll: Using only ONE WORD, what do SUPPLIERS feel are essential to a successful partnership?



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“The key to successful leadership is INFLUENCE, not authority.”

— Kenneth H. Blanchard



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Procurement Primer

Fundament Procurement Sequence

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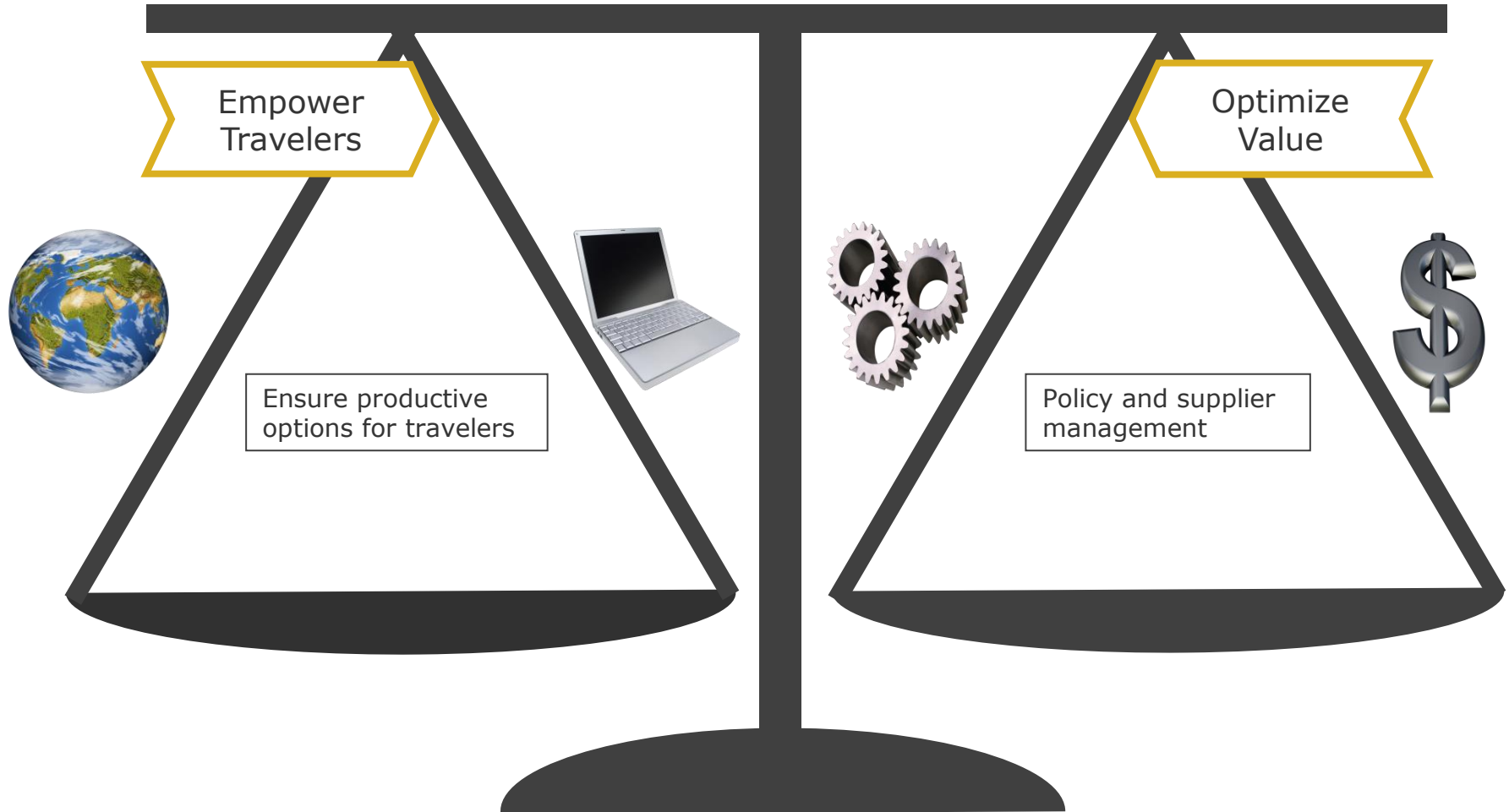




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Partnership: The Big Picture

Balancing two primary requirements



Building the Relationship

- Partnership – It's a two-way street
 - It's not all about the client.
- Ask the right questions
- Don't jump to conclusions
 - Step back before you react
- Network – Build bridges, don't burn them

Superior Partnership Characteristics

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- ✓ Listeners, more than talkers
- ✓ Realists, more than Optimists
- ✓ Solutions, more than products
- ✓ Proactive, more than reactive
- ✓ Promoter of THEM, more than of you



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Partnership: Beginning

Select partners based on value potential and your strategic goals

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Look for partners that help maximize revenue / savings / value beyond price alone.

- Be transparent. Discuss how partnership can build revenue AND reduce and offset costs
- Disclose if the strategy will have impacts to user experience

Starting on the RIGHT Foot

The Sales Process

- Reality versus optimism
- Solutions, more than products
- Document all agreements
- Define success

Contracting: SLA – Measured only, Measured with Financial Impact

- Mutually agreed
- Impactful
- Limited in number and scope

Contracting: SLAs

What?

- ✓ What Measures Matter?
- ✓ Align with Culture
- ✓ Hot Button (Problematic Issues)
- ✓ Quick Wins

So What?

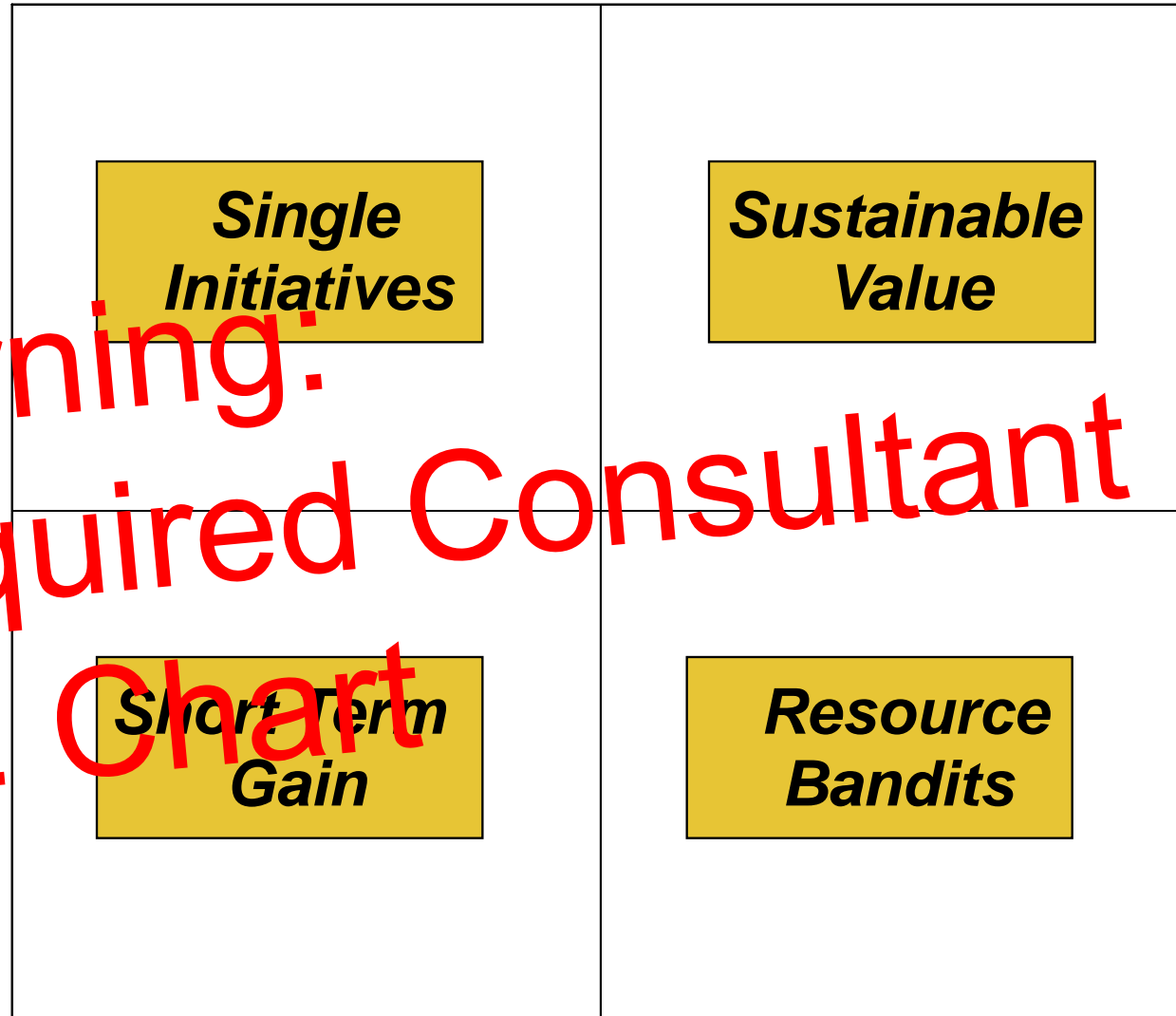
- ✓ Why do those Measures Matter?
- ✓ What problems do they solve?
- ✓ What happens if they change?
- ✓ What happens if they don't change?



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Partnership: Management

VALUE TO ACTIVITY LEVEL



Warning:
Required Consultant
2x2 Chart

Level of Activity Required

The best partners act in role of TRUSTED ADVISOR

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Focus on recurring, relevant,
concise communications:

- Consistent – appropriate for both parties
- Impactful – **So what** of what
- Succinct – “Be bold. Be brief. Be gone!”

Importance of Communication

To my darling husband,

Before you return from your business trip, I just want to let you know about the small accident I had with our pick up truck when I turned into the driveway.

Fortunately, its not too bad and I really didn't get hurt, so please don't worry too much about me.

I was coming home from Wal-Mart when I turned into the driveway. I accidentally pushed down on the accelerator instead of the brake. The garage door is slightly bent but the pick up fortunately came to a halt when it bumped into your beloved car.

I am really sorry, but, I know with your kind-hearted personality, you will forgive me. You know how much I love you and care for you my sweetheart.

I am enclosing a picture for you. I cannot wait to hold you in my arms again.

Your loving wife,

XXX

P.S. Your girlfriend called.





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Partnership: Compliance

Growing Compliance: So What?

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- Aligns Goals
- Simplifies Measures
- Easiest Sell
- Management Understanding
- Creates innovation opportunities



11/9/2018

Growing Compliance: So What?

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- Partnership value
- Easier to keep than acquire customers
- Shows your greatness



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Hotel Compliance: What's the value?

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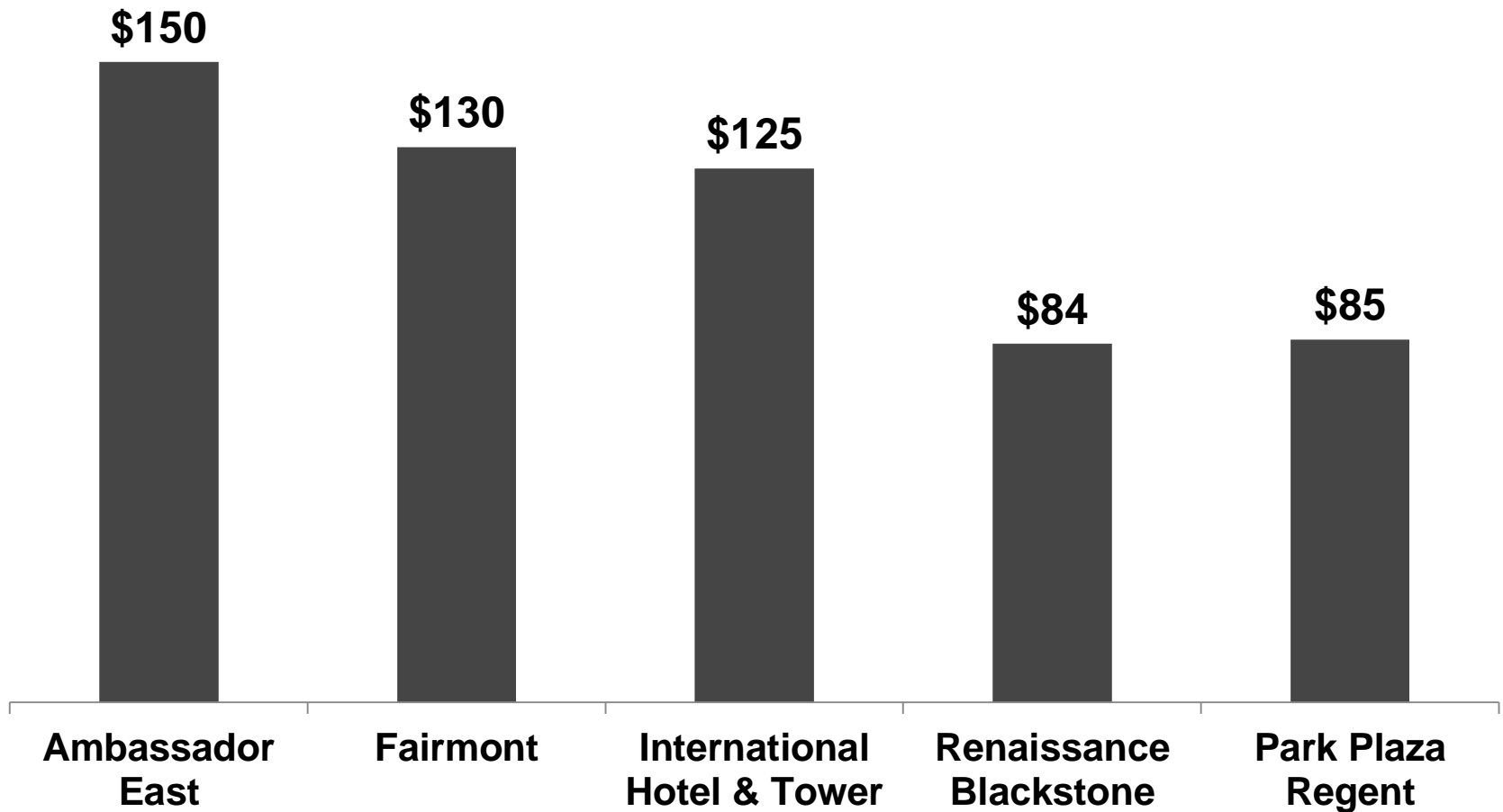


What other “values” of compliance are missing here?

11/9/2018

Hotel Value: Nightly Rate

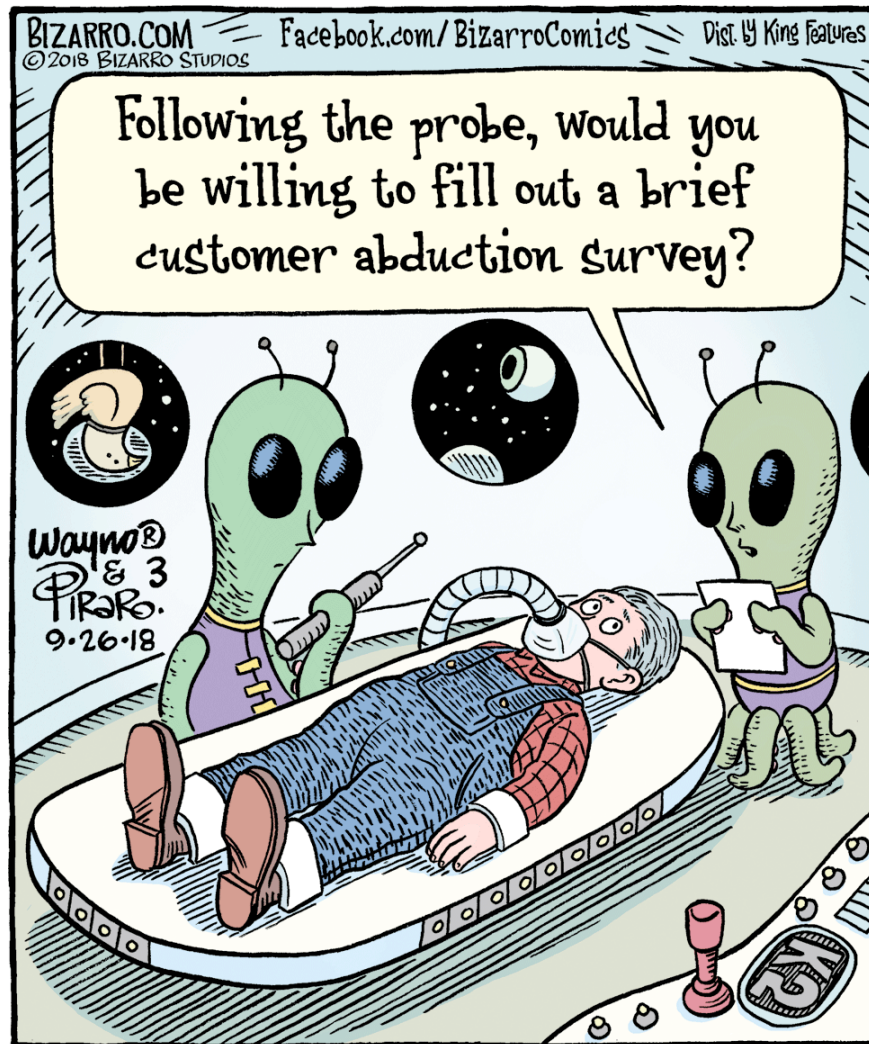
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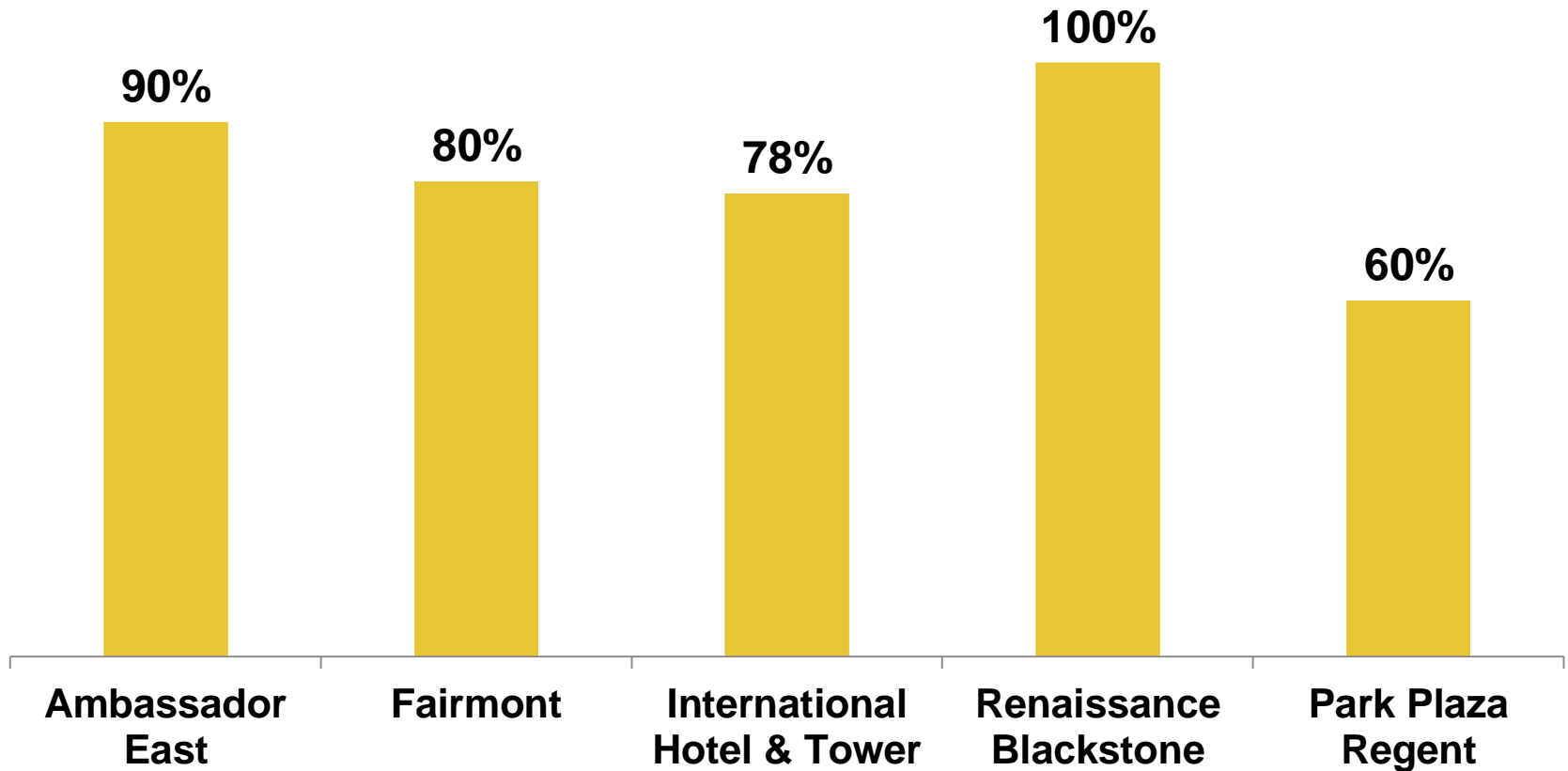
Traveler Surveys

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Hotel Value: Traveler Rating

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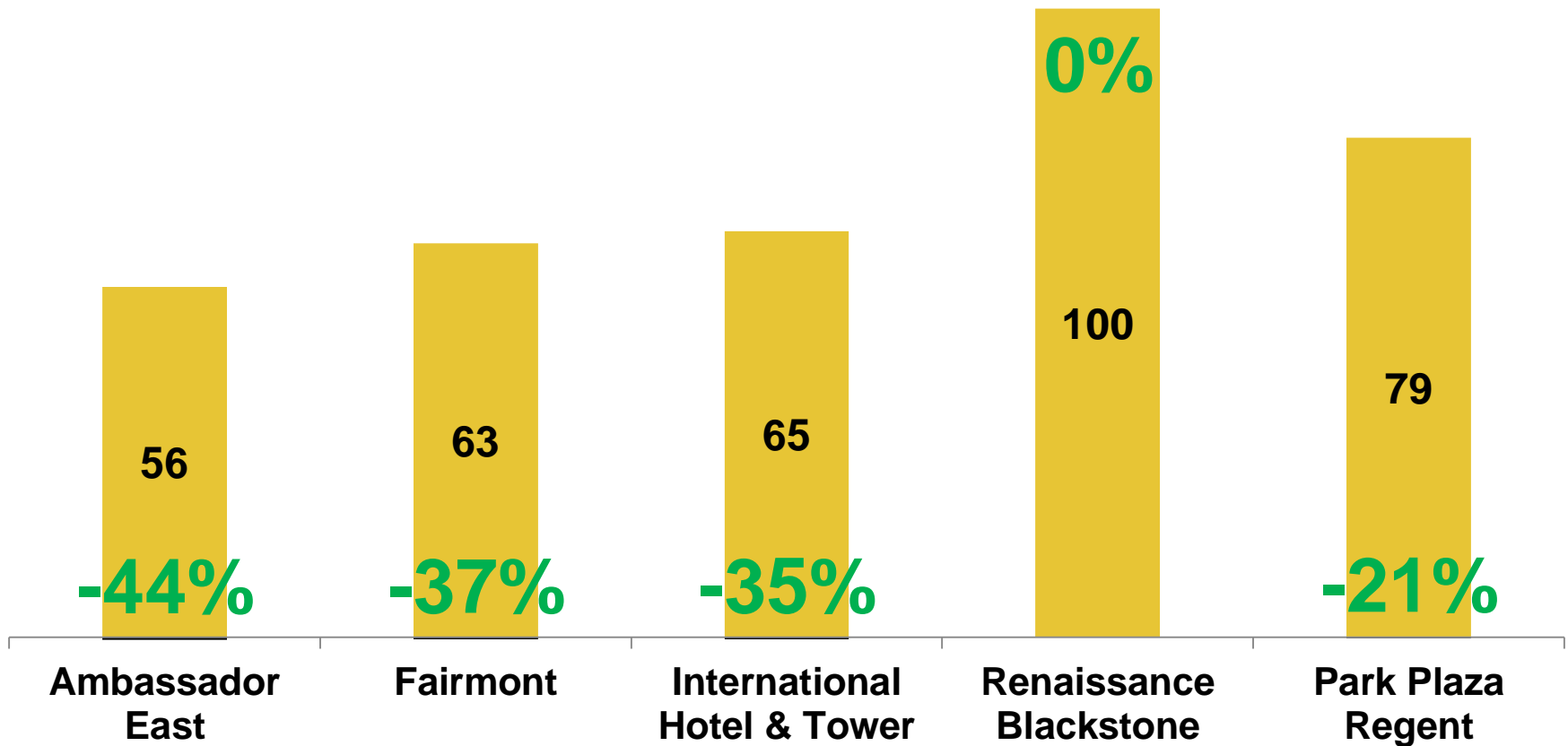


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Hotel Value Rating

(Rate PLUS Satisfaction Combined)

30



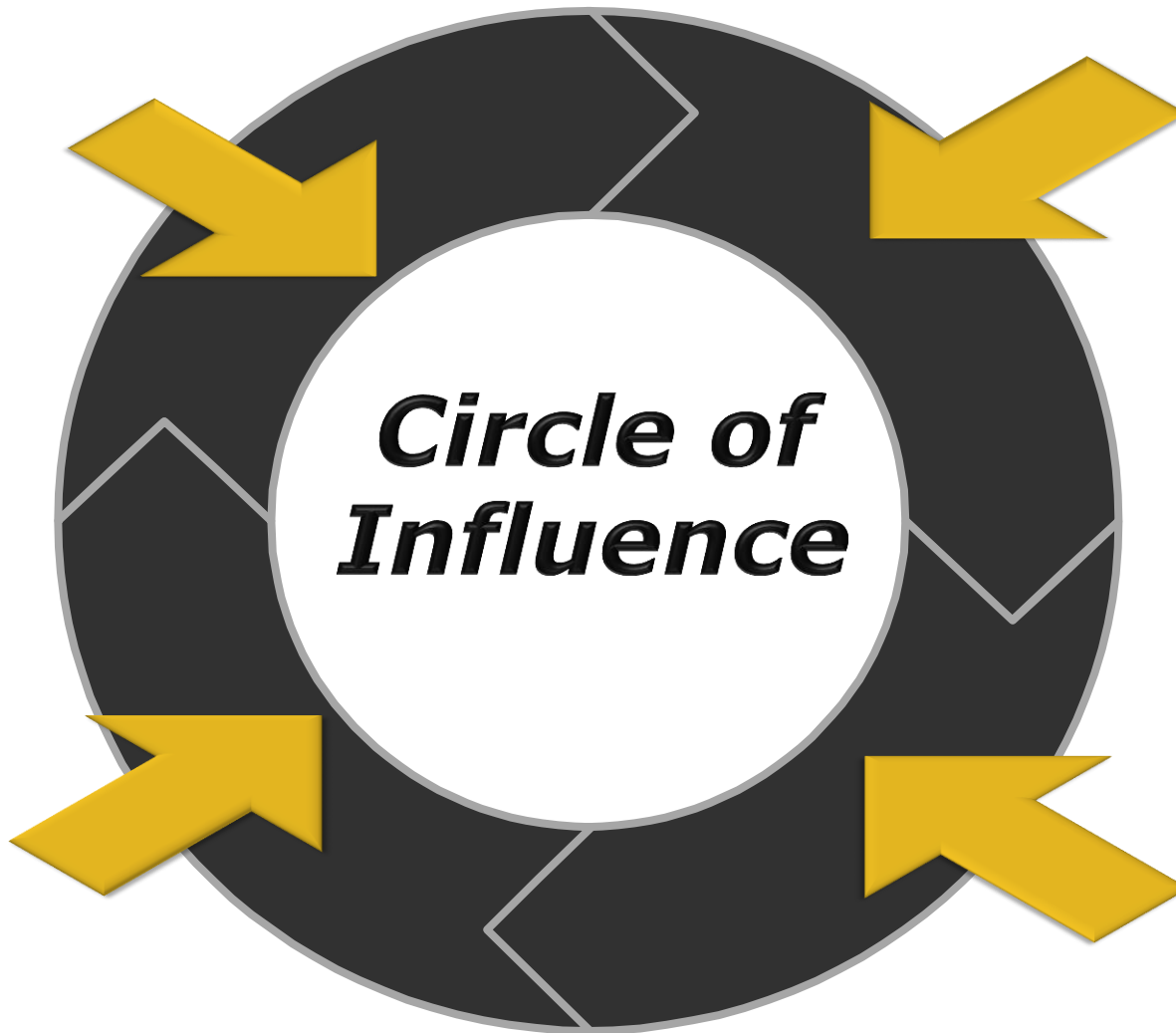
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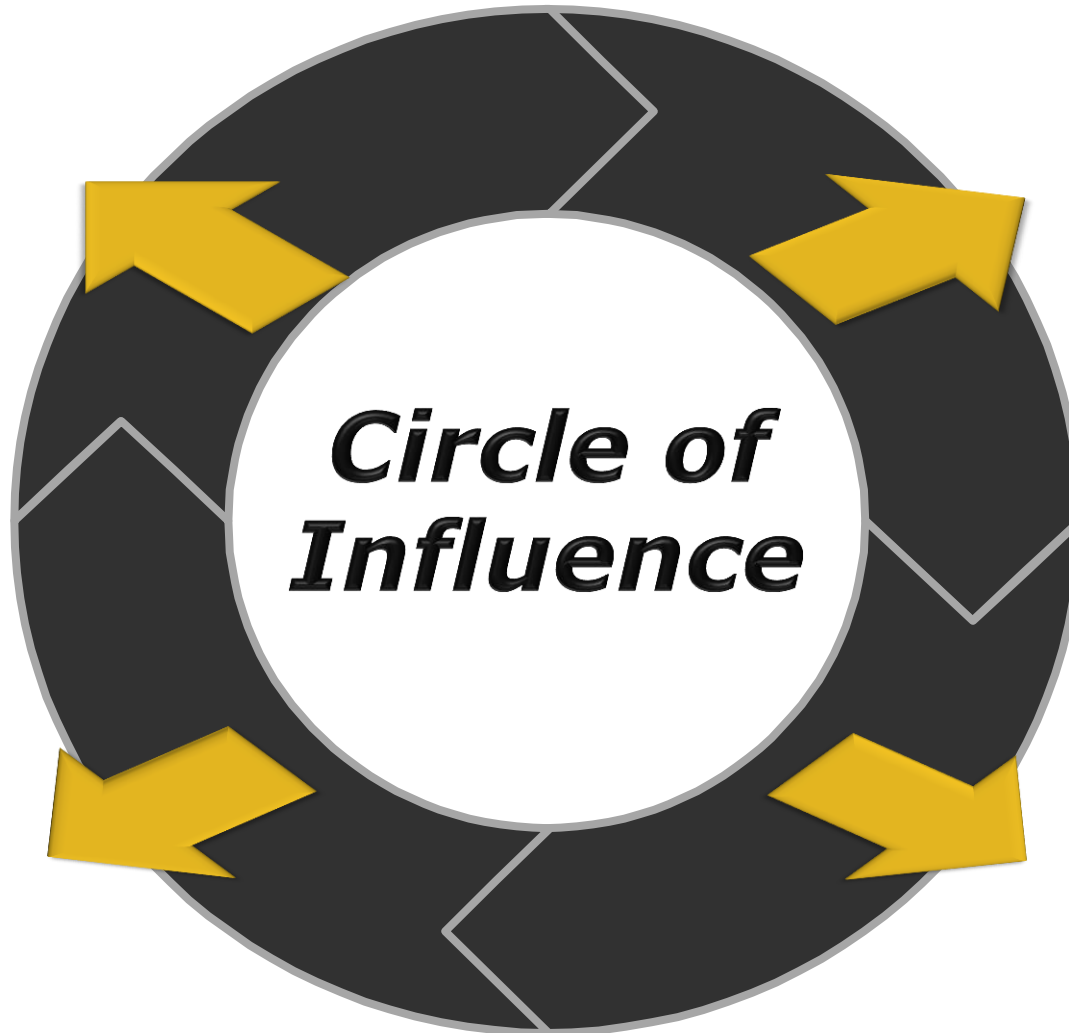
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Partnerships Activity

Reactive



Proactive





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Partnership Success

Telling the Story: For your Culture

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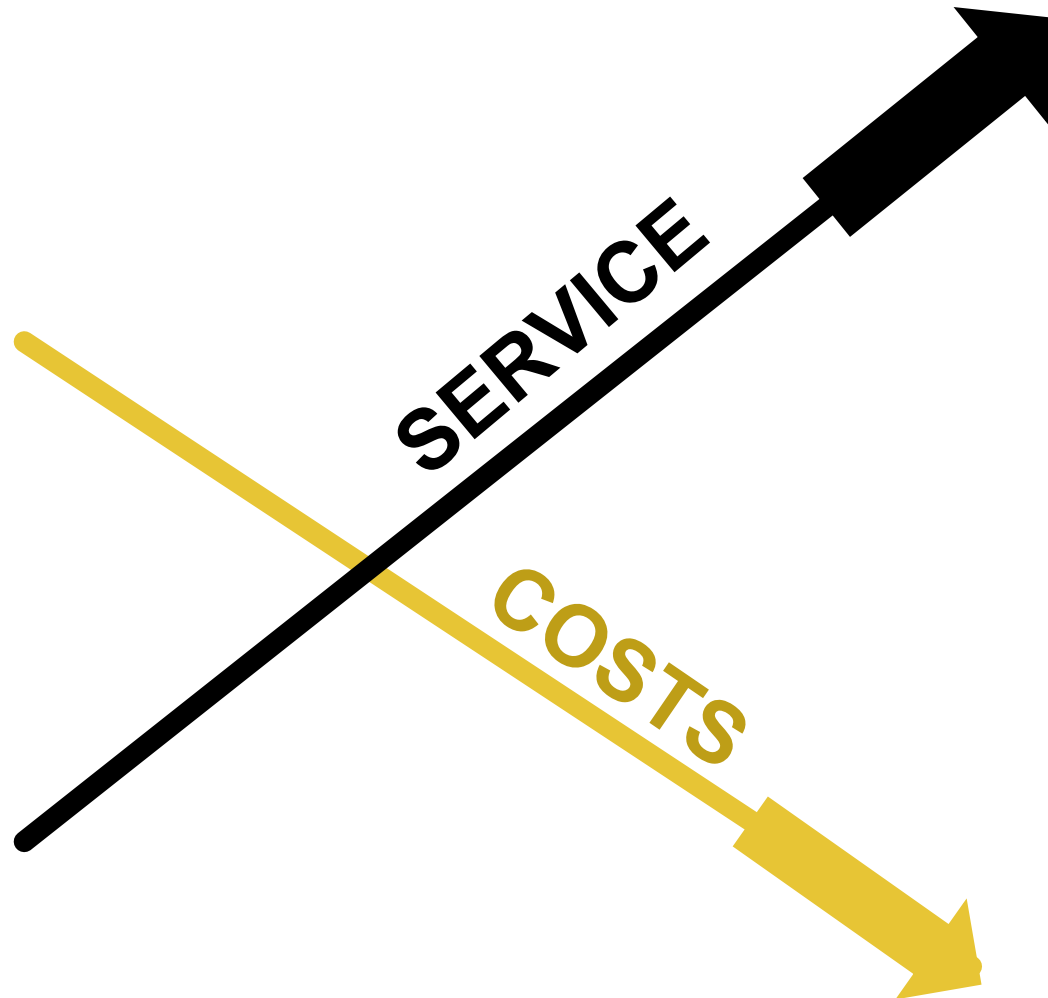
Cost of Non-Compliance	\$1,100,040
Avg Pizza Sale	\$10.91
Number of Additional Pies	100,829

Cost of Non-Compliance	\$1,100,040
Avg Donation	\$15.00
Number of Additional Donations	73,336



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The BEST Partnership Graph



Prior to Project

Now



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