PARTNERSHIP | PROFESSIONAL DEVELOPMENT

Partnering With Others, How Joint Ventures Can Grow Your Business

Partnerships can allow you to do and achieve more than you ever could do by yourself.

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You have all heard the expression, “Two heads are better than one”. This realization is what most likely triggered the concept of people working together as PARTNERS in the first place.

I grew up on a farm in New England. All summer long there various country fairs. One of the main events was the “Horse Pull”. They would hook the horses harness up to a wooden skid and load the skid with concrete blocks or concrete slabs and see how much weight a horse could pull. The horse that could pull the most weight would win an award and cash prize for the owner. The story goes that at one such event it was questioned how much weight two horses harnessed together could pull.

> **So they hooked TWO horses up to the skid and discovered that BOTH horses working together could pull MORE weight than double the amount that each one could pull individually.**

The world’s best example of Partnerships would be that of Rich DeVos and Jay VanAndel of the great Amway Corp. Jay was Mr. inside and pretty much ran the inside operations and Rich was Mr. Outside, handling the distributors, doing most of the speaking and handling social and political relations. It would be hard to imagine that Away would have

become the great company that it is today without either one of the partners.

A partnership, however, can be a dream come true or it can become a nightmare. Unfortunately many of them turn into nightmares. Usually a 50/50 partnership begins to erode when one partner begins doing 80% of the work and has to give 50% of the profits to the other partner who only did 20% of the work or less. This situation can be avoided by clearly defining what each partner is to do to be eligible for the full 50% of profit.

In network marketing there are many opportunities for partnerships based on a variety of reasons why, or advantages to, forming partnerships. Many distributors are great “recruiters”, but they are weak on the follow up and follow through. They lack the patience and the time that it takes to teach and train their new distributors. Some distributors are great at teaching and training and nurturing, but they are weak on recruiting. They simply lack the boldness and confidence to approach prospects.

> **If two people (one from each of these categories) can “team up” and work together then they can produce many times the results of each of them working independently.**

Now there are several ways of “teaming up” and working together. One way would be to actually form a legal partnership. Another way would be for the “recruiter” to sponsor the “nurturer” and place all the people that he (the recruiter) would like to have trained and motivated by the “teacher/nurturer”, under the sponsorship of the “teacher/nurturer”. In this structure each distributor can go out and do what they do best and the net results is a greater success for both of them. The latter structure allows each to keep their own check, or they can create an agreement to share both checks. The type of compensation plan will dictate which structure will work best.

Sometimes a group of several distributors wants to form a partnership. This can be real tricky, but the best way is to partnership the top position in the name of the company that they have created and then have the top position, owned mutually by all of them, (let’s say there are four partners),

enroll each of the four below them front line to the entity that they created. Each distributor gets to keep their entire check form the position they individually own and the earnings from the top position are split among the four of them as a reward for each of them helping to build each other's groups. A fair formula for the earnings distribution would be to divide 50% of the earnings of the top entity equally among all four parties, and then divide the other 50% based on the percentage of group volume generated by each of the individuals. This way those who create more volume will earn more money. If one of the four people created 50% of the group volume of the top entity then they would get 1/4th of the first 50% and ½ of the second 50% of the top entity. You do need to check the company policy and procedure document to make sure you stay in compliance.

Other types of pseudo partnerships can be created without having to create a legal partnership. They can be orchestrated by the upline leader who is recruiting lots of distributors.

They may discover that some distributors have a lot of money but no time; other distributors had a lot of free time but no money. They can offer to enroll the person with the time but no money under the person with the money but no time in exchange for paying the distributor's way into the program. If it is agreed that the distributor is to pay back the sponsor who paid their way in then an agreement would be drawn up between the two of them to pay the sponsor back out of the future earnings.

Yes, partnerships can help people achieve more than they ever would have by themselves. You have all heard the expression, "No man is an island." It is difficult for one person to be able to handle all the things that need attention and to do it well. Bill Gates, one of the wealthiest men in the world, said the following… *"Our success has really been based on partnerships from the very beginning."* Bill gates and his partner Paul Allen founded the legendary "Microsoft" Software company.

Personally I know of several people who probably would have become billionaires if they had been willing to take on a partner or several partners. They are people who would rather be captain of their own row boat instead of First Mate on the Queen Mary.

Much of North America was explored by a partnership. Meriweather Lewis and William Clark joined forces to explore America and find an overland route from the Mississippi river to the Pacific Ocean. Each of them could have done it individually but it was much more successful with them working as a team.

Look at the success of businessmen who did partner up. Alvah C. Roebuck was a watchmaker; Richard W. Sears was selling watches. They partnered up with each other to form what became the great Sears and Roebuck Company.

When I was a young lad we saved S & H Green Stamps. We would get them at certain grocery stores and department stores. I remember saving them up to trade them in for a baseball glove and many other items. Thomas Sperry and Shelly Hutchinson partnered to create a company that still exists today.

Have you eaten and M&M's lately? Well they are a result of another partnership between Mars and Murrie. And if you did not eat any M&M's today you certainly used a product of the company founded by two brothers-in-law. One was a candle maker and the other a soap maker.

William Proctor and James Gamble partnered up to form the great Proctor and Gamble company that now spans the globe and has products in every home in America.

And a more modern example would be Sergey Brin and Larry Page who teamed up and pooled their talent to launch the search engine Google. So from the Circus entertainment of P. T. Barnum and James Bailey, the television comedy of Laurel and Hardy, and Abbott and Costello to the ice cream we eat while watching TV made by Ben and Jerry to the clothes we wear purchased from Abercrombie and Fitch while reading a book purchased at Barnes and Noble, to the automobile you wish was parked in your driveway manufactured by a company founded by Charles Stewart Rolls and his partner Henry Royce, we see partnerships everywhere.

In addition to partnerships there are alliances and joint ventures where people agree to send business to each other without entering into a partnership.

Henry Ford and Harvey Firestone became great friends. So it was no coincidence that Henry put Firestone Tires on his Model T automobiles and did so for years to come. They became such close friends that they would go camping together each year along with Thomas Edison and occasionally President Warren G. Harding.

So in conclusion; partnerships can allow you to do and achieve more than you ever could do by yourself. However, and very unfortunately, in Network Marketing, partnerships often do not work out. This is usually the result of one partner doing more work than the other partner and then losing all incentive to keep on building. This can be avoided by structuring the partnership in such a way that the partner doing the most work makes the most money. Also, the good book says… “Be ye not unequally yoked”. Make sure you partner with people who have the same philosophy and core belief system that you do.

So find a partner, team up together, form joint ventures and alliances with other like minded people and watch your business explode.

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marketing Industry. He lives in Sunny South Florida, and is happily married to his wife and business partner Sandy. Paul and Sandy have three children and three grandchildren. Much of their life has been involved with Scouting and Outreach Ministry. Paul does consulting and is available for Public Speaking and Training Seminars. Whether it is a group of 14 in a living room or a crowd of 14,000 in an auditorium, Paul is sure to have them laughing, crying, and ultimately motivated and inspired to become all that they are capable of becoming. Paul can be reached at 954 785-9303 or via e-mail paulmorrisFL@yahoo.com