

Ignite the Power of Strategic Alliances to Build Your Market

"Alliances have become an integral part of contemporary strategic thinking." Fortune Magazine

Take advantage of one of the fastest growing trends in business today. Strategic Alliances can improve competitive positioning and build brand recognition, provide access to new markets and generate income. Strategic Alliances are different from partnerships. The concept is simple: 1+1=3. The purpose is to add value and create better results for the market you serve.

Many of us already have existing relationship that could form strategic alliances. We need to leverage our skills, talents and abilities to position us as an attractive Strategic Alliance opportunity. David will share essential "how to" strategies to create a successful Strategic Alliance with clients, suppliers, competitors, organizations and sponsors.

David reveals the essential elements of a successful alliance, how to identify who you can create Strategic Alliances with, how to leverage your strengths and the strengths of your alliance, how to create a niche in the market or enter a market that you are not currently working in and what will make your alliance unique.

From the age of 23 David Saxby rapidly built a number of companies and associations from start-up using these principles.



"I attended a workshop led by Dave Saxby on Creating Strategic Alliances that changed my business. I was amazed to find that I had been staring at a possible alliance for about six months and didn't recognize it. Dave's ability to sharpen my awareness and then to deliver the tools I needed to make it happen, resulted in a strategic alliance with a major client. Thank you for making it so easy and so rewarding."

"I thought an update on my first strategic alliance might be interesting for you. This alliance has taken off like a rocket since Christmas. Wow! Need I say more....other than another heartfelt thank you."

Julie H. Ferguson, Beacon Literary Services