

STRATEGIC ALLIANCE ACTION PLAN

Why do you want a strategic alliance?

What can you offer a potential alliance?

What do you need from a strategic alliance?

What type of clients do you wish to acquire?

What form of alliance do you wish to create?

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Who will you approach for a possible alliance?

What benefits will this arrangement provide for both parties and their clients?

How will this partnership attract new customers for both businesses?

What structures are needed for success?

What budget is required?