KNOW what assets your organization can provide to businesses and what assets can be provided by your partners. Remember: Stay in your lane!

CREATE and maintain productive business relationships with your employers. Once you demonstrate your value as a BSP, you will become a trusted, valuable resource to your customers.

DEVELOP and maintain a strong partner network with an adaptive and responsive approach.

FORMULATE strong partnerships to provide comprehensive, coordinated solutions. No one organization can provide a business with solutions to all of their challenges.

USE this process in your interactions with employers. Every step in this process is important to the success of your business interactions and to building strong relationships with business customers.

"LET NO ENCOUNTER WITH A BUSINESS GO TO WASTE."
ENTRY
Your introduction to a new employer customer or the initiation of a project with an existing customer
• How do you contact them/get in the door?
• What is the goal of outreach and potential partnership?

FACT FINDING
The discovery process to understand an employer’s needs and the bridge to solutions design
• Remember to ask “why?”
• What does the business need/what are their pain points?
• Take caution not to jump to providing solutions before you understand the situation.

SOLUTIONS DESIGN
The recommended solution presented to the business by you and relevant partners
• What is the best solution for this employer/project?
• What relevant assets could be provided by you and your partners?
• Don’t promise anything you can’t deliver.
• Stay in your lane.

IMPLEMENTATION
Your detailed plan for successful implementation of the proposed solution
• What steps are involved in the implementation of your plan?
• Who is the lead contact during this phase of the project?
• What are each partner’s responsibilities?
• What is the monitoring process?

FOLLOW-UP
Establishes ongoing business relationships, promotes sustained success and encourages process improvement
• What happened?
• How did this project go?
• What was the end result?
• Where might you improve for future projects?
• What happens next?