

Top 10 tips for procuring partners

At EA Technology, we are keen to share our wealth of partnership procurement experience and expertise with you – and so we have collated a ‘Top 10 tips for procuring partners’.

1. Identify the types of partner/s the project needs

Are there niche elements to the project that may be better delivered by an outside partner?

2. Identify possible partners

Ask for recommendations; do your research. Is a tendering approach needed?

3. Research the people and organisations - what benefits could working on the project bring to them, and vice versa?

Understanding and recognition of mutual benefits is essential in a successful partnership. Keep these in sight as the project progresses; beware of changing boundaries

4. Aim to go in 'at the top' for greatest influence and buy-in

Identify key people in an organisation – the more senior the personnel, if you engage successfully, the greater potential for buy-in from all relevant personnel

5. Target events / forums / use introductions from colleagues to meet potential partners

Where can you initiate an initial face-to-face meeting? Ideally have a few different people at one event that you can approach to talk about your project / benefits to them of being involved

6. Introduce yourself and project before initial meeting - LinkedIn / telephone / email

Prior to first approach, send a note of introduction to you and your project to your target partner/s – this makes the ‘in person’ introduction far easier!

7. Approach person with confidence and three key messages

As with any sales / PR pitch – know your three key messages and relay these clearly

8. Follow up ASAP with meeting

Strike while the iron is hot, once you have engaged interest, and set up that first meeting

9. Understand what each party can, and cannot, bring to the project

Establish and boundaries early on, to avoid surprises later down the line

Project leads



Project partners



My Electric Avenue has received support from Ofgem through the Low Carbon Networks (LCN) Fund.

10. Agree scope of partnership and deliverables; how much flexibility may be needed?

Start as you mean to go on – support all parties’ potential need to flex. Communicate openly and honestly, as far as possible, at all times

How can EA Technology help you?

Partnership procurement, brokering and management

Identify and engage project partners at bid stage; managing those partner relationships throughout project lifecycle.

Customer engagement management

From inception to completion we’ll manage and report on the whole project view of recruitment of customers for trials or other activities.

Dissemination management

Ensure the right messages and project outputs reach the right audience to maximise project and organisational impact.

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