

TASK

Partnerships Checklist

Instruction: Now, below you will find a checklist to help you as owner / manager, maximize the use of your suppliers, trainers and brand partners.

	YES	NO
I personally meet my brand partners once a month, whether in person or online (Depending on volume of business and staff compliment perhaps twice a month).		
I personally meet my brand partner once a quarter whether in person or online.		
I personally meet my brand partner twice a year in person.		
I book time with my manager and therapists and brand partners once a month, whether in person or online to assist in promotion sell through.		
I book time with my manager, therapists and brand partners once a quarter whether in person or online to refresh product knowledge or treatment ideas.		
I ensure my manager is fully trained once a year in all the brands we stock.		
I ensure my therapist team is fully trained once a year in all the brands we stock.		
I ensure that we buy when brands are running promotional offers to maximize profit, whether used in the month the promotion is offered, or the following month.		
I work closely with my brand partner on staff incentives.		
I ensure to drive the team to achieve the incentives put in place by measuring their progress towards achieving prizes daily.		
I ensure to attend brand partner events and launches whenever hosted.		

	YES	NO
I ensure my manager attends brand partner events and launches whenever hosted		
I ensure my therapist team is offered the opportunity to attend brand events and launches.		
I ask my brand partner if there is any program or incentive for my business to get better margins.		
If presented with an opportunity to improve margin, I implement and drive it.		
I ensure that my brand partner social media content is used every week as part of my social media content.		
I organize an event for each brand that I stock at least once a year with a focused drive on that specific brand and ensure my brand partner is a part of the event and the marketing leading up to it.		
If a product or range or brand is not selling in my business I first do a self evaluation and introspective /internal analysis of why this could be happening and also research as to why not and then get my brand partner involved in brainstorming ideas on how to change it and improve		
If I am thinking of changing brands and discontinuing a brand, I first give my brand partner the opportunity to correct or change anything that might be making me think of changing.		
I make effective use of my brand partner to assist me with setting par levels.		
I make effective use of my brand partner by asking them to assist with suggested orders on a monthly basis based on my stock take.		
I make effective use of my brand partner by asking them (every six months) to analyze the sales by item over the last 6 – 12 month period to see any patterns, buying trends, items not selling etc		