

#PARTNER

TWEET

CHAITRA VEDULLAPALLI
FOREWORD BY DR. PETRI SALONEN

140 Bite-Sized Ideas for Succeeding in Your
Partnerships

BOOK 01

A THINKaha BOOK

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140 Bite-Sized Ideas for Succeeding in Your Partnerships

Book Excerpt

By Chaitra Vedullapalli
Foreword by Dr. Petri Salonen

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Foreword by Dr. Petri Salonen

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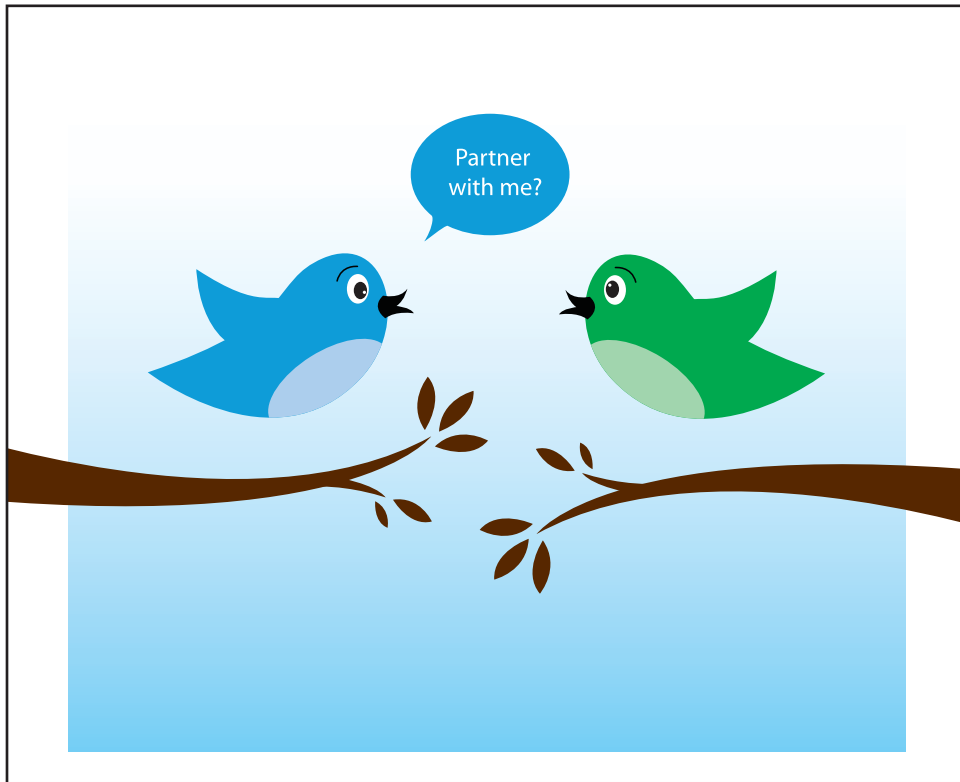
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Foreword by Dr. Petri Salonen

Partnering is mostly misunderstood among businesspeople. Impatience for getting quick results and lack of commitment to building joint success will lead to a relationship that will not go anywhere. Partnering requires patience, and partnering is not about getting, it is about giving. With patience, partnering will lead to results and provide a platform for local, regional, or international expansion. Partnering is about building a trust between people and businesses, and without trust, there is no such thing as partnering. Trust can be built with time and trust can be torn down with one simple action. Partnering provides the most effective way for entrepreneurs to build their businesses without considerable financial commitments. In this book, Ms. Vedullapalli dives into the core of partnering, providing the keys to success.

Dr. Petri Salonen

CEO, TELLUS International Inc.



Section I

Your Partnerships

Smart strategic partnerships can create advantages that lift you above the competition. Access to additional resources, extended reach, and enhanced market reputation are just a few of the advantages that can be gained. Learn how to make the right investments to maximize partnerships.

1

Smart Partnering will provide you an opportunity to compete against big players.

2

Smart Partnering provides insurance against your own shortcomings.

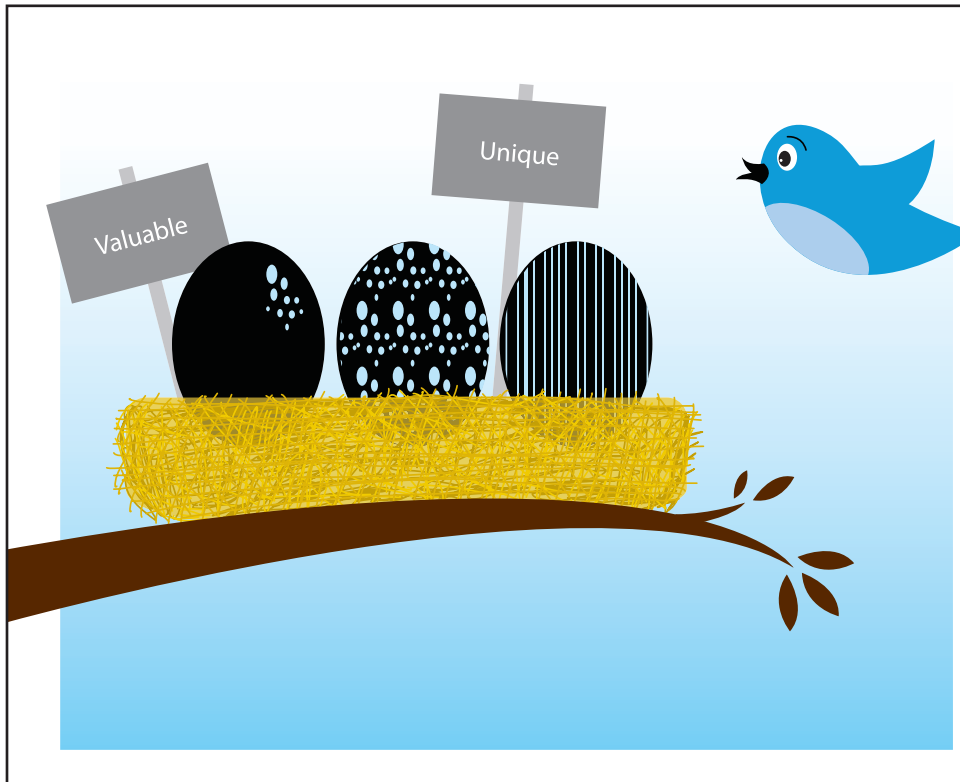
3

Smart Partnering provides gateways
for new verticals and industries.

4

Smart Partnering helps you to deliver
functional solutions.

140 Bite-Sized Ideas for Succeeding in Your Partnerships



Section II

Your Offerings

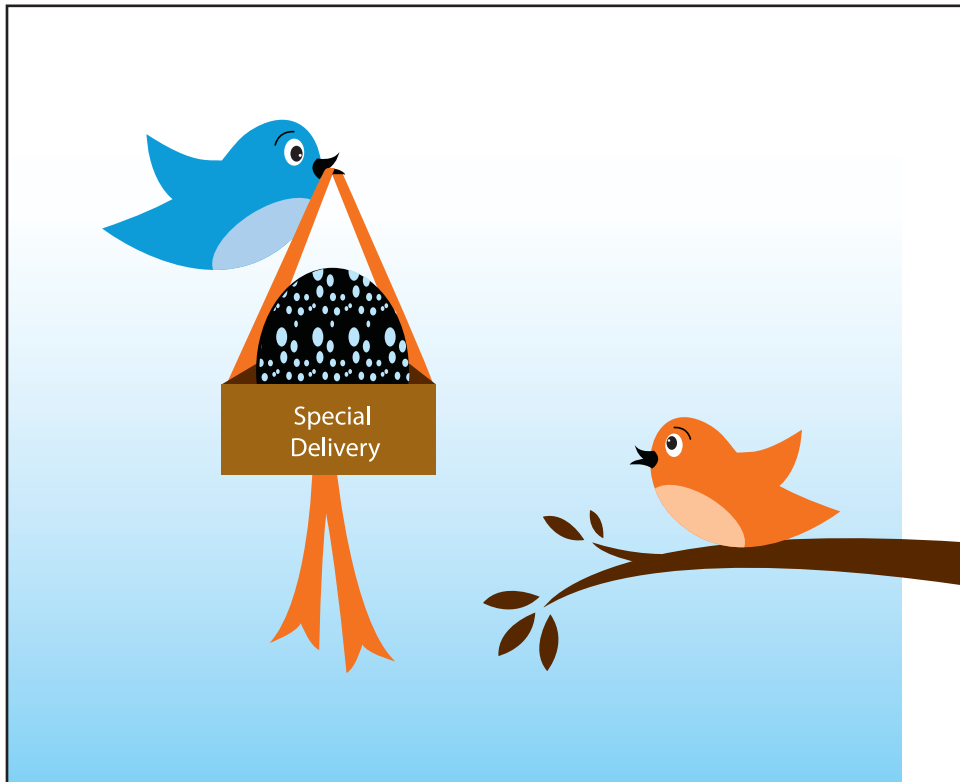
Make your offerings uncommonly valuable and unique and you will take first place in the marketplace. Quality is the number one secret in gaining vendor attention! And, remember, when your vendors find your offerings valuable, they will be happy to support and promote your offerings to their complete customer base.

25

You have a “problem” if
your product is creating
“new problems” for
your customers.

26

Too many breakdowns in
using your product will
create too many breakdowns
in managing customer
expectations.



Section III

Your Execution

The promise and success of your service can only become a reality through flawless execution. No company can succeed in the long run without executing on their promises of excellence. Here are some tips on how to deliver.

49

Plan for quick wins to ensure continued customer engagement.

50

Execution excellence is NOT a one-time game.

51

A good product and a bad
implementation are sure
to result in a bad customer
experience.



Section VII

Your Community

The communities that you belong to will provide you with your best opportunities for growth and change.

139

Community conversations provide insights and early warnings on key issues.

140

Community helps you to distribute and consume relevant content.

About the Author



Chaitra Vedullapalli is the Senior Director of WW Sales and Marketing Communications, where she oversees the information workplace for Microsoft Sales Force.

Past work includes shaping the Microsoft Customer and Partner Self Service Experience that touched over 10 million customers and 1 million partners. She was also an integral part of creating the Service Culture at Microsoft and an architect of the Microsoft-IAMCP (International Association of Microsoft Certified Partners) innovation program.

Chaitra Vedullapalli has also served as Director of Licensing and PartnerNetwork at Oracle where her projects drove licensing simplification and enabled state-of-the-art innovations in Partner Self Service Experience.

Chaitra Vedullapalli holds a Patent in WebMethods and Bachelor's of Electrical Engineering from RVCE, Bangalore, and is currently active in community efforts to help children in need.

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