

Published based on [How To Build Strong Strategic Business Partnerships and Alliances Fast and Easy!](#)

# **How To Build Strong Strategic Business Partnerships and Alliances Fast and Easy!**

Do You Need Capital For Your Company? Build Strong Strategic Partnerships! In this economy, companies who survive have more than just a strong business model; they have aligned themselves with strategic partners in a joint effort to create a win/win relationship where each contributes to a pool of contacts, promotional initiatives and industrial knowledge.

Strategic alliances are the number one way to strengthen your company if you are trying to raise capital from venture capital firms, angel investors, hedge fund lenders, angel investors or if you are trying to take your company public. Empirical evidence companies who demonstrate a track record of unified success strengthens the package and puts you on the radar as an invest-able entity and you'll start to get attention from the big players as you watch the value of your company soar.

The big question is, "Where do you find these partners and who can help you speed up the search?" You should start by having an executive meeting and put all your industry contacts together and invite these contacts to a networking 'meet and greet'. Make it nice. Have a caterer, have giveaways etc. After you've done this the next step is to talk to your accountant, attorney, members of professional organizations in which you are a member, your banker, your billing service (if you outsource your invoicing), your financial adviser and/or consultant and any other professional that you've used in the past who has access to corporations in your industry or in a complimenting industry and can introduce you to new partners. This is exactly how 'in demand' executives and powerful CEO's, CFO's and consultants do it.

I have personally built a database of 10,000's of contacts from using these methods, in fact I've never gone into a consulting situation where I couldn't introduce my client to 1,000+ new strategic partners and I just cherry pick to find the best partners for my client. Your contact portfolio is the most powerful thing you'll have in business. Contacts are your bartering chip when you're in a crunch or when your board of directors is all looking at you waiting for a miracle. I have made it a point to create contacts in every industry no matter how polar opposite the industries may seem because it has allowed me to step into any situation with companies of any size and immediately start putting the pieces together and building an infrastructure based off of the powerful knowledge of dozens of industry experts.

Take the initiative and find a consultant who can help you launch your company into a whole new realm with the power and knowledge and expertise of a contact base built to induce growth and stability.

For Strategic Alliances and Partnership Services or [Investor Finder Services](#), call Princeton Corporate Solutions at 267-233-0183 Take Your Company Public the easy way!

You can also find this article published on [How To Build Strong Strategic Business Partnerships and Alliances Fast and Easy!](#), and on the tag pages [Advertising](#), [how to take my company public](#), [how to take your company public](#), [princeton corporate solutions](#), [take company public](#), [take company public otcbb](#), [take company public pink sheets](#), [take my company public](#), [take your company public](#), [why take your company public](#).