

# “Getting to "Yes" - Overcoming Their Scepticism and Negotiating Your Way to Profits”

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*Overview: How to find and “convince” a potential JV partner to work with you – and then negotiate a “win-win” deal that is both profitable and ethical for everyone involved.*

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Without a doubt, the most difficult part of Joint Venture marketing is **finding a willing partner**.

Joint ventures are a very non-traditional way of doing business. As a result, the majority of business owners are either unfamiliar with JV's / strategic alliances, or they're skeptical due to misconceptions - and this is what makes it so *lucrative*.

**And the only way to overcome this resistance is to first understand it...**

Most business owners, quite possibly just like yourself, know the value of hard work. **They know that there is no such thing as a "free lunch" in life - much less free money.** They've invested blood, sweat and tears into building their business from the ground up, against the odds and at the sacrifice of comfort, security and maybe even the temporary well-being of their family.

For someone to approach them "out of the blue", promising unheard-of profits for little or no effort will seem like an insult to their intelligence, as well as directly contrary to their belief system.

**They'll default to thinking that you're a salesman** - simply trying to weasel them out of their hard-earned money. In reality, this is a half-truth. You *do* want something from them (cooperation) - but they'll benefit from it just as much, or possibly *more* than you in every possible way...

**Therefore, your primary aim is not so much to "pitch the deal" as it is to win the trust and friendship of your potential business partners** - and after that, to educate them about how to leverage assets they've *already* worked for so that they can increase their profits dramatically.

**Note:** To stack the cards in your favor right from the start, look for partners that *already* understand joint ventures - or ones that openly seek them out. (See: ["How to Find JV Partners and What to Look For"](#)).

## **Building a Relationship is Key...**

First of all, I'm not saying that you have to spend months "wining and dining" your potential partner before you pop the question - not at all.

**Instead, start thinking of a "proposal" as a multi-step process - not simply a pitch about a money-making deal.**

People generally don't like working with others unless they know them well - or like them. This can happen in a matter of minutes for some people, or it can take weeks, months, or longer for others. It depends entirely on your prospect and in some cases the size of the deal.

**Here are some tips for building relationships in the proposal process:**

• **Make them feel important and valuable.** Instead of sending them a hard-sell proposal loaded with details and percentages, send them a quick note that starts off by briefly explaining your interest in finding a partner because you want to grow your business...

Then ask *them* how *they're* doing with *their* business. Or perhaps you could congratulate them on a recent achievement based on your research by asking them "how they pulled it off".

This puts them in the "expert" seat, and it makes them feel important because you're asking about their business. **Most importantly, they'll see you as being sincerely interested in their well being - and that will go a long way when it comes to building trust - and ultimately, a joint venture.**

• **Buy their product or use their service first.** If it's applicable to your situation, you might find that it's alot easier to get "in" with them if you start off by purchasing their product, advertising on their website - or by offering to help them in some other way.

It's been my experience that this is often well worth the up-front "investment". You can use the chance to compliment a product or discuss advertising as a way to start building rapport - as well as subliminal interest in working with you.

• **Find out what you have in common.** If possible, find out if they share a similar interest or hobby. This "link" can be extremely powerful in building rapport - as well as getting to know them.

People generally get excited when they can take a "break" from their daily routine by talking about their interests with someone who shares their passion. **They will begin to associate "you" with the things that they enjoy.** This will exponentially increase the chances of them saying "yes" to your proposal or offer.

Chances are, they'll probably look forward to it...

**Note:** See a real-life example of how to turn skeptic prospects into willing partners by reading our case study on Gabriel Howes called "[How to Make JV Prospects Approach You](#)"

## **Pitching the Deal and Negotiating the Details**

Joint Venture proposals are explained in depth at "[How to Write a Killer Joint Venture Proposal](#)", but in brief, here are some guidelines for a JV Proposal:

• **Focus on *their* benefits.** And make those benefits substantial. For example, if you're pitching a product endorsement, give the endorser the majority of the profits - while the product owner makes a *killing* on backend sales later on...

• **Stress the simplicity of the deal for them, and emphasize the weight of *your* workload.** Be honest, but make it sound like they're getting the "upper hand" of the deal. Because in reality, they are.

- **Be very specific about the details.** Being vague will only create confusion and possibly distrust. Be sure to include things like commission percentages, realistic projections based on **FACTUAL** data (such as current sales letter conversion rates), additional benefits, etc.
- **Educate them about the *real* value of joint ventures: Backend Profits.** Explain to them that each new client is very likely to buy from them again, and again...
- **Keep it Personal.** Don't make it sound like you're selling them something, because you're not. Pitch the deal within the context of your current relationship - don't be "over-professional".
- **Make your offer absolutely irresistible.** Do anything and everything that you can to make this offer so good that they'd be a fool not to jump on it.

After they've accepted the offer, you may have to negotiate with them to ensure that the deal is optimized for everyone involved. **Remember that a Joint Venture isn't a transaction - it's a win/win partnership for both of you.**

Negotiating is simply finding the "sweet spot" where everyone experiences the maximum amount of benefit. Be willing to bend, but don't let them walk all over you. Keeping the backend profits in mind, always look to create a winning situation for everyone involved.

**Again, be sure to stress *their* benefits throughout the entire process.**

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Building relationships is the key element of success when it comes to joint ventures - and for that matter, every other area of business. **Solid relationships with your JV partners will prove to be a lifetime resource of support, feedback and profits.**

Ultimately, this network of friends and business partners will become far more valuable than the dollars they generate.

- [Chris Rempel](#), [JV-Web.com](#)

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