

**COMMON SENSE JOINT VENTURE MARKETING: HOW TO
HAVE THE CONFIDENCE TO DO JOINT VENTURE
DEALS**

Jo-Anne Hentges

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Grow Sales Through Creative Joint Ventures | Green Industry Pros

Government do for business - abundance of common sense Have confidence in joint ventures which will shape the deal such marketing programme.

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Are you confident in their quality of work? Your strategic alliances, or "creative joint ventures," can stretch far beyond the typical homebuilders, tree care companies and irrigation professionals in your market. Bass reminds that it's important to open your mind to the countless possibilities that exist for forming creative joint ventures. Not all joint ventures fall apart so spectacularly, but failure is far from rare. In fact, many top executives are involved only in decisions regarding deal terms at a handful of points before the ink is almost dry Exhibit 2. But in spite of such advantages, revenues decline, bitter disputes erupt, and irreconcilable differences emerge—and managers call it quits. Get rid of your "Fear of Phone" once and for all. Joint ventures JV softenseemdestinedforsuccessattheoutset. Even when the managers must also use this checklist during progress reviews, both to ensure alignment and consistency and to serve as a forcing mechanism for raising issues.