



THE ALFORD GROUP

CORPORATE SOCIAL INNOVATION

our approach to building mutual beneficial partnerships



clarify objectives

determine whether our partnership goals are to drive revenue, engagement, and/or outcomes



identify assets

clarify what we have that we are willing to leverage in creating and sustaining our partnerships



research prospects

determine which industries and companies need what our organization has or what we can do



build financial model

forecast revenue and expenses associated with partnerships



articulate solutions

develop concepts that make our strategy come to life for our most targeted industries



design strategy

detail the types and levels of corporate relationships we will offer



align structure for implementation

allocate resources for sales, servicing, and fulfillment



plan communications

develop materials for prospects and stakeholders



start conversations and partnerships

focus on solutions and listening to develop, refine, plan, close, execute, and steward