

How To Get What You Want From Employees, Suppliers, And Business Partners

Imagine a work environment where everyone is working together towards a common goal, where employees are motivated, suppliers are reliable, and business partners are cooperative. This dream scenario may seem too good to be true, but with effective communication and relationship-building skills, you can learn how to get what you want from your employees, suppliers, and business partners.

The Power of Effective Communication

Communication is the foundation for any successful relationship, whether it's personal or professional. To get what you want from your employees, suppliers, and business partners, you need to master the art of effective communication.

Start by clearly expressing your expectations and goals. Employees need to know what is expected from them, suppliers need to understand your requirements, and business partners must be aware of your shared objectives. Be concise and specific in your communication, leaving no room for misunderstanding or misinterpretation.



Collaboration Strategy: How to Get What You Want from Employees, Suppliers and Business Partners (Criminal Practice Series) by Felix Barber (Kindle Edition)

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Active listening is another crucial aspect of effective communication. Give your employees, suppliers, and business partners the opportunity to express their opinions, ideas, and concerns. When they feel heard and valued, they are more likely to go the extra mile to meet your expectations.

Regularly providing feedback is also essential. Positive feedback reinforces good behavior and motivates employees to continue performing at their best. On the other hand, constructive criticism helps employees, suppliers, and business partners improve and meet your standards.

Moreover, ensure that you communicate with empathy and respect. Treat your employees, suppliers, and business partners as valuable individuals, and they will be more willing to meet your needs.

Building Strong Relationships

Strong relationships are the glue that holds any business together. By investing time and effort into building strong relationships with your employees, suppliers, and business partners, you can ensure that they are more likely to help you get what you want.

Start by fostering a positive work environment where trust and transparency are encouraged. Encourage teamwork and collaboration, recognizing and celebrating achievements along the way. When employees feel supported and are part of a

positive culture, they are more likely to go above and beyond to meet your expectations.

Building strong relationships with your suppliers involves more than just placing orders and paying invoices. Take the time to understand their business, their challenges, and their strengths. Treat suppliers as partners rather than mere vendors. By cultivating a mutually beneficial relationship, you can ensure reliable and timely deliveries, better prices, and exceptional service.

Similarly, developing strong relationships with your business partners is crucial for success. Clearly define shared goals and expectations from the start, so everyone is on the same page. Regularly communicate and collaborate, resolving any conflicts or issues promptly. By fostering a strong partnership, you can leverage each other's strengths and resources, making it easier to achieve your desired outcomes.

The Art of Persuasion

Once you have established effective communication channels and built strong relationships, it's time to master the art of persuasion. Persuasion is a powerful tool that can help you get what you want without resorting to force or manipulation.

Start by understanding what motivates your employees, suppliers, and business partners. Everyone has different drivers and desires, so tailor your approach accordingly. For example, some employees may be motivated by recognition and praise, while others may be driven by financial incentives. By understanding their underlying motivations, you can make your requests more appealing.

When persuading others, focus on the benefits and outcomes they can expect. Highlight how meeting your requests will benefit them personally or their

business. Show them the big picture and the positive impact it can have. People are more likely to cooperate when they see a clear advantage to themselves.

Add urgency to your requests if appropriate. By creating a sense of urgency, you can motivate others to take action promptly. However, be careful not to create unnecessary stress or unrealistic deadlines that could harm your relationships in the long run.

Finally, master the art of negotiation. Negotiation is a key skill when dealing with suppliers and business partners, where finding mutually beneficial solutions is crucial. By understanding their needs and priorities, you can craft win-win agreements that satisfy both parties.

Getting what you want from your employees, suppliers, and business partners requires effective communication, strong relationships, and the art of persuasion. By mastering these skills, you can create an environment where everyone is motivated and cooperative, leading to higher productivity, better service, and increased success for your business.



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Current strategy thinking focuses on what to do, not how to motivate employees, suppliers and business partners to do it. Whether working with employees or with external suppliers, companies are increasingly stumbling with implementing strategy. But why is this happening? And how can we address it? Collaboration Strategy argues that motivating people and companies is fundamental to business success. In the activities that matter most in today's economy – design, development, marketing, sales, projects – it is hard to define just what you want done. Setting up business activities to get the results you want becomes a strategic challenge. In industries from pharmaceuticals to fashion, software to stock exchanges, new ways of working with partners that break down traditional company boundaries and establish new roles and relationships have enabled businesses to grow rapidly and achieve superior profits.

At the heart of this book, Felix Barber and Michael Goold have combined their considerable expertise to present a complete and original 'collaboration framework' based on their findings over a seven year period in which they interviewed over 200 businesses. The framework explains how to set up to get the results you want for a range of different activities and industries. They present the 10 requirements needed for profitable collaboration, and use real-life scenarios to apply their framework and analysis, offering a menu of tactics to address the most common problems in setting up collaboration with partners.

Essentially, you must design a basis for working together, or 'collaboration,' with your employees and suppliers that will get them to do what you want.



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