



Raleigh Durham Chapter *Association of Legal Administrators*

The Importance of Business Partner Relations

Positive business partner relationships are vital to developing careers in legal management, to our employers and to the Association of Legal Administrators. Selecting the right products and services is an essential element of legal management. Business partner relationships are important connections and resources as we conduct our jobs, plan for the future, and build our knowledge about products, changes and trends. Building future business partner relationships can help us when a product or service changes or when an additional product or service is needed. Positive relationships with business partners also provide a way to enhance our profession within our communities.

The mission of ALA Raleigh Durham Business Partner Relations Committee is to further add value to the partnership between our chapter members and our business partners.

Tips to Maximize the Value of Your Business Partner Sponsorship

We offer the following suggestions for making the most of your sponsorship year:

- Most importantly, remember that your sponsorship is about building relationships. We cannot promise you immediate business, but we do all we can to promote the services of our Business Partners. We cannot do what we do as a Chapter without your support and all our members understand that!
- Make an effort to attend all Raleigh Durham ALA events that your sponsorship level offers. Events are planned to provide networking opportunities with our members.
- You will receive the Chapter's scheduled meetings for the entire year shortly after the beginning of the program year which runs from July 1 until June 30. Select which meetings you plan to attend using your allotment of passes based on your sponsorship level and provide those dates to the Business Partner Committee.
- Check our website (ALARDU.org) often as we update it regularly with information about our members, our business partners, and upcoming events.
- We've encouraged all our members to take time to talk with you about your products or services. Please know that even if we cannot use your services at this time, we may have a need down the road or hear of someone else that has a need for your business and we are happy to refer you to them.
- We know you are great at your jobs (*or you would not be doing what you're doing*) and you have valuable information to share with us. For that reason, we appreciate your understanding of our time by not popping in for a quick visit. Building relationships take time and the investment is worth it over time. Be patient—your time will pay off in the long run.
- The more you get involved in our chapter the easier those relationships become. Don't hesitate to reach out to a Business Partner Committee member or our Board of Directors to help you find ways to make connections.
- Get to know your fellow business partners. They have a wide array of connections in our industry and if they know more about you and your business, there is even more likelihood that they will refer you within their network.
- You've made the right choice to partner with our chapter and it makes all of us successful to have relationships that help one another.