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, market share, infrastructure, expertise, etc.—to battle YOUR

competition, not theirs. When you partner with a sumo you can achieve a number of different goals for your business.

Whether your goal is revenue generation,

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increasing your market share or avoiding duplication of effort and reinventing the wheel, partnering with a sumo will accelerate your growth and goal-attainment process.

Leveraging the Sumo

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apply. Overall, the
book focuses on
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partnerships to
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business is related to a principle in physics where it refers to the use of a lever that gives the user a mechanical advantage in moving or lifting objects. Without leverage, such a task might not be accomplished.

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Leverage Can Benefit Your Small Businesses

Leveraging the sumo advantage means you will get some of the sumo's power—intelligence, market share, infrastructure, expertise, etc.—to battle YOUR competition, not theirs.

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You need strategic,
Fortune 1000
powerhouses.

Partnering with
giants is

complicated, but
most companies,

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even the smallest ones, can benefit from creating such a bond through a strong business development (BD) effort. In The Sumo Advantage, you'll learn how to build and sustain BD initiatives that will propel your enterprise.

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Bernie has spent his career building companies to disrupt mature markets by leveraging partnerships with the Fortune 1000 to establish

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credibility and build scale into a business. His best-selling book, *The Sumo Advantage*, is based on proven methods for identifying, negotiating and managing hundreds of large scale strategic partnerships.

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Partnering with
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most companies,
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from creating such
a bond through a
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development (BD)
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advantage of
leverage is that it
helps in increasing
the liquidity
available to the
company because
when company
takes loan or debt
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from the lender
and that cash can
be used by the
company for
variety of activities
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new machinery or
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help in increasing
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