**Partnership Proposal**

**PM Connections**

**and**

**Skill Mart**

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# Introduction

This section provides background information about PM Connections and Skill Mart and discusses how the partnership can benefit both companies.  PM Connections is seeking to partner with Skill Mart, a Houston-based company that provides software training to small and large companies. This proposal describes the issues related to the partnership in terms of three factors: Partnership Requirements, Proposed Seminars, and Financial Considerations. If both PM Connections and Skill Mart agree to the proposed partnership, the terms of the partnership will become active on May 1, 2011, and extend to December 31, 2013, at which time a renewal of the agreement will be negotiated.

# Background Information

Following is information about the two companies involved in the partnership proposal: PM Connections and Skill Mart. The partnership proposal has been initiated by PM Connections with the support of Skill Mart.

# Partnership Requirements

This Section provides background information about PM Connections and Skill Mart and discusses how the partnership could benefit both companies

## PM Connections

Based in Dallas, PM Connections conducts one- and two-day seminars that teach communication skills and leadership skills. Employees from both corporate and government offices attend the seminars held by PM Connections.

Recently, many of the companies that hire PM Connections to train their employees have requested training in software skills. As a result, PM Connections is seeking a partnership with Skill Mart to offer Skill Mart’s software training seminars to clients in the Dallas area. PM Connections will also work with Skill Mart to offer communication and leadership skills training to Skill Mart’s clients in the Houston area.

## Skill Mart

Skill Mart is located in downtown Houston, where most of its clients are also located. Few other training services in the area offer on-site training in state-of-the-art computer labs. Skill Mart’s agreements with several very high-profile computer software vendors have ensured a continuing supply of the most recent and powerful software programs in categories ranging from Office suites to Web page design packages to networking packages. All levels are catered to—from the office assistant eager to learn PowerPoint to the Web page designer who needs to develop SQL skills.

Skill Mart is seeking to expand its business into the Dallas area and is interested in partnering with PM Connections to offer software training seminars in Dallas. In addition, Skill Mart will promote the communication and leadership seminars offered by PM Connections to clients in the Houston area.

## Benefits

Both PM Connections and Skill Mart benefit from the partnership. PM Connections is able to offer Skill Mart’s software training seminars to its clients in the Dallas area, and Skill Mart can offer PM Connection’s communication and leadership skills training to its clients in the Houston area.

## PM Connections

Customers of PM Connections frequently need additional training in technology-related skills. This training can be provided through Skill Mart. By providing clients of PM Connections with these seminars, Skill Mart extends its market. PM Connections receives a 20% share of each Skill Mart seminar purchased by one of its clients.

## Skill Mart

Customers of Skill Mart can purchase PM Connections seminars. Many of these customers have expressed an interest in receiving training in “soft skills” in addition to technology skills. The most popular skills requested are communication skills and leadership skills. PM Connections provides excellent seminars in both of these areas. Skill Mart receives a 20% share of each PM Connections seminar purchased by one of its clients.

## Financial Considerations

Skill Mart has provided information related to its course sales over the past three years. Based on this information, PM Connections could expect a minimum 20% increase in revenues on the sale of seminars in the Houston area.

## Projected Revenues

In each of the first four months of the proposed partnership with Skill Mart, revenues for both companies are expected to rise by approximately 20% each month.

## Financing Required

PM Connections has agreed to cover all costs associated with the marketing of Skill Mart seminars in the Dallas area for the first six months of the partnership agreement.

Skill Mart has agreed to cover all costs associated with the marketing of PM Connections seminars in the Houston area for the first six months of the partnership agreement.

# Proposed Seminars

This section discusses the proposed partnership in terms of the seminars each party will make available.

## PM Connections Seminars

PM Connections offers two training seminars: Communication Skills and Leadership Skills. The Communication Skills seminar runs for two days and covers basic and intermediate business writing skills including writing clear e-mails and memos, developing reader-friendly letters, and organizing reports. The Leadership Skills seminar offered by PM Connections runs for one day and provides participants with the skills they need to become effective and efficient leaders.

## Skill Mart Seminars

Skill Mart provides five categories of software training as follows: Introduction to Office programs, Advanced Office programs, Introduction to Web page design, Advanced Web page programming, and Advanced Networking. The attached appendix lists the specific courses provided in each of the five principal categories.

# Conclusion

The proposed partnership provides both PM Connections and Skill Mart with the opportunity to increase their market shares. Both companies are seriously committed to providing their clients with complete, personalized training packages and to developing training materials that conform to the highest standards of usability and effectiveness.

In addition, both PM Connections and Skill Mart are enjoying a steady increase in business. Both companies are considering franchising. The demand for high-quality training in software programs and communication and leadership skills seems unlikely to diminish. The market is growing rapidly as more and more businesses recognize the necessity of keeping their employees at the cutting edge of technology and communications.