

The Strontium Alliance

Sr₃₈

Issue 2, July 2007

Welcome to **Sr₃₈** the Strontium Alliance Newsletter. There have been some important developments in the Alliance since our May edition, with a successful conference in June and the [web portal going live](#) this month. Membership continues to grow steadily through personal recommendation, and with a larger and more complex Alliance, good use of the portal will be vital to successful participation.

31st October 2007 is a date for your diaries - our next conference will be held in Reading. Please get in touch with questions or suggestions.

[James Pritchard](#), Alliance co-ordinator

Message from David Barker - Strontium MD



Welcome to the second edition of sr38. Since the last publication 6 new members have joined, at least 11 referrals have been generated, and Strontium member Aspect Information Management announced a £500,000 3 year project with [Toyota](#)....not a bad 2 months' work!

The new members' portal is now up and running so I look forward to hearing about all the opportunities that will start flowing through the system.

Finally, for those of you who invested in Strontium plc through the stock market the shares have risen over 12% since the last edition....so well done!

As ever, best wishes to you all and I hope business continues to flourish.

David

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Visit our new member portal

www.strontiumplc.com

What are the press saying about us?

[Toyota Contract](#)

Next conference October 31st

Our next conference is again in Reading on October 31st 2007. please, [email me](#) to book your place. [experiences of the June conference.](#)

Strontium Alliance FAQs

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Web portal goes live!



The web client database and lead tracking function is now available on the website. [Follow this link](#) to visit the members' area. Alliance members will receive a web log-on and password, together with some instructions on using the service within a few days. I hope you will find the system simple and intuitive to use. Remember that because you manage your own part of the database, you control what goes on and is seen by others.

We have two important requirements of you:

1. **Only companies who have returned a signed contract will receive log-on privileges ([click here to get a blank contract](#));**
2. **Your first task in receiving log-on information will be to add your client companies - this should be done within 14 days of receiving your log-on.**

I very much appreciate your help in getting this system up and working - please give me a call (07768 548338) or [email](#) if you have any questions.

New Member Profile - The Clarkson Alliance



The Clarkson Alliance is a Project Management organisation which has considerable experience and knowledge of delivering Education, Heritage and Health & Leisure Projects.

Their mission is to deliver buildings to clients, whether these are new buildings or re-modelled and refurbished ones. The Clarkson Alliance's approach to Project Management is distinctly different from their competitors'. They spend significant time understanding the client's business and how they compete in their own marketplace. Not until this is fully understood do they assist clients to assemble a team with the required skills, knowledge and experience to deliver a facility which will achieve their strategic objectives.

Having established the business benefits for investing in the facility, the focus is on managing risks throughout the delivery process so that the project achieves the desired outcomes and is delivered within the constraints of budget and in time to be of value.

Customers are delighted about this approach. To hear what they say, take a look at web-site: <http://www.theclarksonalliance.com/>.

Alliance Frequently Asked Questions (FAQs)



I am regarded as a "trusted advisor" by my clients, how can I receive a commission for introducing a Strontium member without compromising my position?

We should be able to genuinely recommend Alliance members to clients, since in the Alliance we have to consistently provide good service - if not, the word will soon get around, other members will not offer introductions and membership will not be renewed. When introducing a member to a client as a trusted advisor, you may want to make the commission element clear, so that there is no misunderstanding; or you may even choose to

waive the commission in some circumstances.

How long after the first invoice will I continue to pay/receive commission for an introduction?

Three years.

What is to stop members under valuing contracts they have won through an Alliance introduction?

If you introduce an Alliance member to a client, the value of the commission you receive is 5% of the fee charged by that member for that client. The numbers are reported through the members' area of the website and the accuracy of this reporting is important to the environment of trust on which the Alliance is based. It would be difficult for this to be significantly undervalued since you have the original relationship with this client and could easily verify the level of work.

Reflections on the conference - Roger Parry, [Agenda Consulting](#)



I wasn't quite sure what to expect from my first Strontium Conference - but was pleasantly surprised. The content was good but more importantly I made a number of useful contacts. As an HR consulting and benchmarking company we are always on the look out for new sectors to work with, so I was delighted to link up with Chris Nutt, who runs a financial services benchmarking group (***photo above, with Leslie Barker-Smith and Libby Ryan of Aspect***) and with Peter Grey, CEO of a coaching company with a number of senior HR Directors in his network. In all, a most useful day. ***Roger Parry Don't forget our next conference in Reading on 31st October 2007***