

# Strategic Partnerships

If your business provides professional services in human resource management, leadership, training, recruitment, personal development, management issues or business growth, psychometric testing could bring a real advantage to you and your clients. Strategic partnerships enable you to work with ABA to develop innovative assessment tools, and add long-term value to your client work.

We work with a range of different strategic partners who have seen the benefit in offering industry-specific psychometric tests to their clients who require a deeper level of personality testing when recruiting, interviewing, appraising and developing people at work.

If you're interested in offering psychometric testing to your clients, our team of business psychologists will work with you to create an online assessment tool designed around your industry.

## BECOME A STRATEGIC PARTNER

Normally, our collaborations are established when prospective partners contact us with a brief from their client.

Working as your partner, we would start by helping you to create and submit a proposal to meet your client's requirements. With your input, our team would then work to design and deliver a customized assessment tool to meet the brief.

## YOUR CLIENT'S BRANDING; YOUR INDUSTRY'S LANGUAGE

The online assessment tool and reports can be branded with your company's details, or your client's, depending on the nature of your business. We will also ensure the questions and explanations adopt the language and terminology most commonly used in your industry.

## AN ADDITIONAL REVENUE STREAM

Adding psychometric testing to your service offering can be a lucrative revenue stream. Not only does it enable you to offer a new service and pitch for bigger projects; it can also give you a regular income and lock your clients into longer relationships with your company.

Your consulting income therefore is supplemented by regular assessment income. This means that every time your clients have recruitment, training or appraisal needs, you'll benefit from a share of the revenue generated every single time they use the tool.

## WHY PARTNER ASTON BUSINESS ASSESSMENTS?

Partnering with research-led technology company ABA adds extra credibility to your offering. Our psychologists are renowned in their specialist disciplines and our research injects the most current ideas and technology into tried and tested methodologies from the field of psychometrics.

## BE THE FIRST IN YOUR INDUSTRY

If no one else in your industry has developed a sector-specific assessment tool, your company could be the first one to set the standards in your marketplace, just as MIC did when they partnered ABA.

## Motor Industry Consultants (MIC)

**Motor Industry Consultants is a specialist management and development consultancy that solely supports the automotive sector.**

### THE BRIEF

MIC approached ABA to develop a new psychometric assessment for a client who needed a very specific tool designed for people working within the automotive industry.

### THE RESULTS

The tool was such a success, it has resulted in excellent growth for MIC as it extended their service offering and allowed them to win projects that previously would have been inaccessible, as well as unlocking substantial spin-off training and consulting business. The ongoing income also increased the company's revenue year on year, even after projects had finished with their clients.

ABA have worked with MIC on several projects for major automotive organisations including:



INSTITUTE OF THE MOTOR INDUSTRY



Aston Business Assessments

If you would like to know more about how we partner consultants, or you would like to discuss a current brief, please get in touch with our team.