**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 3: Activity 6**

**GROUP ACTIVITY**

**Relationship development in B2B markets**

Identify what activities need to take place in each of the five stages of relationship development in B2B markets to ensure a successful relationship:

1. partner selection,
2. defining purpose,
3. setting relationship boundaries,
4. creating relationship value,
5. relationship maintenance.

For each of the five stages, identify which of Wilson’s 13 constructs of successful relationships are most important.

1. Reputation
2. Performance satisfaction
3. Trust
4. Social bonds
5. Comparison levels of alternatives
6. Mutual goals
7. Power/dependence
8. Technology
9. Non-retrievable investments
10. Adaptations
11. Structural bonds
12. Cooperation
13. Commitment

Be prepared to share your thoughts with your fellow learners.