### Play #37 Exercise: Evaluating Your Industry Relationships

Using the information in this Play, do the following.

1. Make a list of your competitors and evaluate your relationships with them to determine potential areas for improvement.

[Add rows to this table as needed.]

| **Competitors** | **Relationship Audit / Areas for Improvement** |
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1. Make a list of your suppliers and resellers and evaluate your relationships with them to determine potential areas for improvement.

| **Suppliers/Resellers** | **Relationship Audit / Areas for Improvement** |
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