

Five Fatal Flaws of Selling Sponsorship Presentation Outline

Presented by

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I. Fatal Flaw # 1: Speed Kills

- A. Time is your friend or foe - Get behind and you are dead!
- B. Three Phases of Sales
 - 1. Strategic Sales (14-10 months out)
 - 2. Tactical Sales (10- 4 months out)
 - 3. Combat Sales (4 months or less)
- C. When is your hard stop sales deadline?
 - 1. Fulfillment
 - 2. Production/printing deadlines
 - 3. 8 weeks out?
- D. Late sales initiatives reflects poorly on you
 - 1. Unprofessional
 - 2. Disrespectful
 - 3. Desperate
- E. Opportunism
 - 1. Being agile and flexible? Or...
 - 2. Going for the quick buck?

II. Fatal Flaw # 2: Lack of preparation

- A. Preparing your property for sale
 - 1. Audit of assets
 - 2. Well defined sponsorship plan
 - 3. Know what you are worth
 - 4. Prototype proposals
- B. Researching your prospect
 - 1. What's their product or service?
 - 2. What is their customer profile?
 - 3. What are their marketing & communications objectives?
 - 4. Current marketing positioning or advertising plans
 - 5. What types of events are they currently sponsoring?
 - 6. Hot buttons items

- C. “Beware the man who won’t be bothered with details” – William Feather, Sr.
 - 1. Getting the details wrong
 - a. Spelling
 - b. Names
 - c. Titles
 - 2. Exhibit caution in using replace key in proposal but missing a competitor’s name
 - 3. It’s the details stupid!

III. Fatal Flaw # 3: Quantity over Quality

- A. Rifle Shot vs. Shotgun Prospecting
 - 1. General solicitation
 - 2. Targeted effort
- B. Essential to spend the time to identify the:
 - 1. Right prospect (decision maker)
 - 2. Right reason (objectives)
 - 3. Right level (capacity to pay)
 - 4. Right hook (emotional)
 - 5. Right asset (brand connection)
 - 6. Right activation idea (creative)
- C. All sales are local
 - 1. Decisions may be made elsewhere but...
 - 2. It starts with a local champion
 - 3. Identify local decision-makers
 - 4. Learn their criteria, protocols and process
- D. I’m not interested in numbers, I’m interested in connections!
 - 1. Who have you reached?
 - 2. How far removed are they from the decision maker?
 - 3. What have you learned about their needs & objectives?
 - 4. How far did you get into the sponsorship opportunity?
 - 5. What was their interest level
 - a. Passive/perfunctory?
 - b. Proactive/engaged?
 - 6. What were the objections?
 - a. Not a fit?
 - b. Time frame?
 - c. Money?
 - d. Human resources?
 - 7. What is your follow-up?
 - a. Send overview?
 - b. Send proposal?
 - c. Appointment!

IV. Fatal Flaw # 4: Failing to Create Relationships

- A. Avoid being a mile wide and an inch deep
- B. People buy from people they like
 - 1. Are you creating a “connection”
 - 2. Are you making note of their personality and style?
 - 3. Do they like you?
- C. When you provide them with a service or useful advice, they find value in working with you (Consultative Sales)
- D. Your personality and conveyed integrity is your greatest asset
 - 1. Sincere/Genuine
 - 2. Reliability
 - 3. Truthfulness
 - 4. Loyalty
 - 5. Sense of humor
- E. Email does replace personal interaction
 - 1. Do not confuse efficiency with effectiveness
 - 2. It is difficult to create any connection without meeting people and at least developing a connection over the phone
 - a. I find that many Millennials feel everything can all be done online
- F. Relationship Killers
 - 1. Absent (Not being around except when YOU need something)
 - 2. Dishonesty (even exaggeration)
 - 3. Evasiveness (Lack of candor, transparency)
 - 4. Phoniness (slick, fake)
 - 5. Attitude (need to always demonstrate appreciation and gratitude)
 - 6. Favoritism (not treating all equitably)
 - 7. Complacency (need to proactive)
 - 8. Over-reacting
 - 9. Trashing others
- G. Relationship Builders
 - 1. Time (Doesn't happen overnight)
 - 2. Testing (trying different things, making corrections, trying again)
 - 3. Tribulation (Growing by confronting and moving through problems)
 - 4. True Blue (loyalty and dedication of your sponsor and their brand)
 - 5. Trust (demonstrating integrity, honesty and capability)
- H. Flash never trumps substance - While relationships will help you with access, credibility, trust and acceptance, they DO NOT replace your delivering a good product in an ethical, professional and successful manner

V. Fatal Flaw # 5: Poor Execution

- A. Stewardship
 - 1. You need to “own” your sponsor relationship
 - 2. Tasks can be assigned to others, but overall responsibility cannot
 - 3. The buck does indeed stop with you!

- B. Preparation
 - 1. Benefits fulfillment plan
 - 2. Activation planning
 - 3. Approval of plans by sponsors

- C. Execution
 - 1. Where the rubber meets the road
 - 2. First in. Last out.
 - 3. Get your hands dirty
 - 4. Be accessible at all times
 - 5. Relationship Supervision

- D. Troubleshooting
 - 1. Anticipate sponsor needs
 - 2. Be ready to provide whatever assistance is needed
 - 3. See a problem...fix it!

- E. Mia Copa
 - 1. Don't hide of delay bad news
 - 1. Own the mistakes (whether they were your fault or not)
 - 2. Don't blame or deflect on other
 - 3. Don't *just* apologize - Look for the “make-goods”

- F. Be your sponsor's advocate
 - 1. View experience from their eyes
 - 2. Look out for their interests
 - 3. Use their products & services
 - 4. Don't “nickel & dime”

VI. You CAN Overcome your Flaws and Mistakes

"Stupidity's the deliberate cultivation of ignorance

William Gaddis

"Mistakes are part of the dues one pays for a full life."

Sophia Loren

"Failure is the opportunity to begin again more intelligently."

Henry Ford