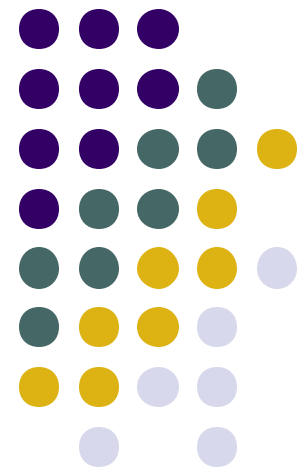


Sales Strategies That Work

Bernie Colterman, President,
CMG Canada
March 3, 2005





Your Sponsorship Sales Objective

- **To achieve the sponsorship sales target within the given time frame in the most efficient manner possible.**



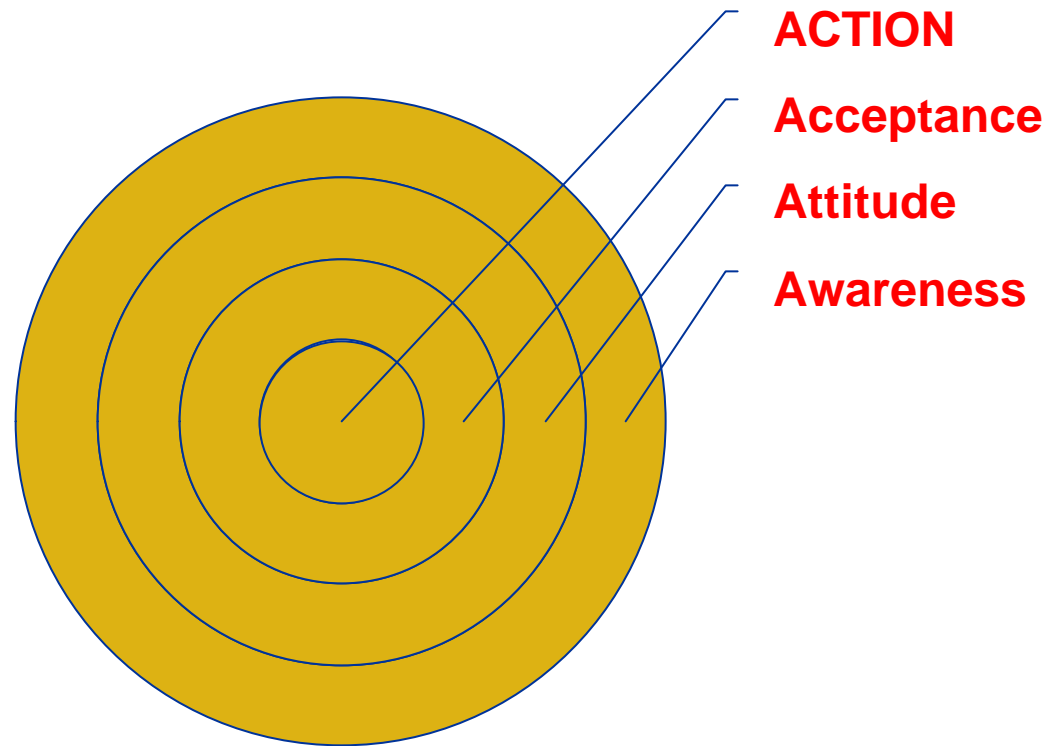
Our Objectives Today



- **Examine a proven sales model for achieving sponsorship sales objectives.**
- **Review some of the factors that influence the sales cycle and ultimately, your success in reaching the sales target.**



Decision-Making Process





Sales Strategies That Work
Bernie Colterman, CMG Canada – *Our Business is Your Bottom Line*

The Role of Marketing in the Sales Process



- **Know your product**
- **Know your audience**
- **Know the value of your product (and brand)**
- **Keep your product “top of mind”**
- **Use references / testimonials**
- **Use professional looking collateral**





Selling Strategies

There 5 distinct phases to the sales process:

1. **Planning / Prospecting**
2. **Building Rapport**
3. **Qualifying**
4. **Problem Solving and Proposing**
5. **Closing**

To keep your sales program on track, there must be activity in all phases at all times.

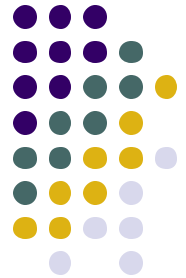




1. Planning / Prospecting

- **Consider who is likely to be most interested in this program / event / audience**
- **Develop a lead generation program**
 - Trade shows
 - Publications
 - Internet
 - Media / news
 - Partners
- **Pick the best companies to focus on (Rated 1's)**
- **Conduct preliminary research before contacting**





2. Building Rapport

- **Call high in the organization**
- **Selling Principles:**
 1. **People buy from people they trust**
 2. **People trust people like themselves**
 3. **People trust people who are empathetic**
 4. **People trust people who are credible**
 5. **Without trust, there is no communication**

“Prescription before diagnosis is malpractice”





3. Qualifying

- **Establish an up front contract**
- **Identify, understand and develop the need (Pain / Gains)**
- **Determine their budget**
- **Determine their decision-making process**
- **Develop the overall Ultimate Contract**



4. Problem Solving and Proposing



- **Make an assessment**
- **Problem solve**
- **Reach internal consensus**
- **Reach external consensus**
- **Develop the proposal**



The Proposal is the logical step to a properly executed sales process

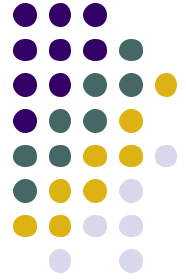


The bottom line...

- You need to be able to present a solid business case to sponsors that addresses their Pains / Gains.
- You need to demonstrate value.

Value =





5. Closing

- **Goal: To bring the deal to outcome by delivering a solution as agreed to in the Ultimate Contract**
- **Presentation / closing questions**
- **Post Sale Close – “the bigger the deal, the greater the doubts afterward”**
- **Golden Rule – the sales job isn’t over until the account is referenceable**

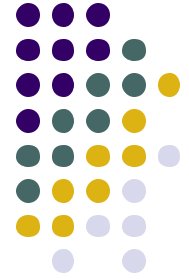


By Using this Sales Model, You Can...



- **Compress the sales cycle**
- **Increase control over the sales process**
- **Increase forecasting ability**
- **Develop long-term business (better relationships)**
- **Develop Improved teamwork**
- **Generate repeatable, consistent results**





Common Sales Blunders

- **Not prospecting**
- **Not conducting pre-meeting research**
- **Not being prepared**
- **Talking too much**
- **Providing irrelevant information**
- **Making the wrong pitch**
- **Not anticipating objections**
- **Not asking for the sale**

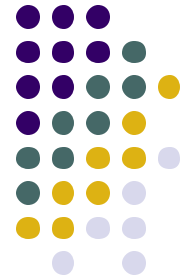


If you remember anything from this seminar...



- **Know your product**
- **To be successful, you need to think like your prospect**
- **You have one mouth and two ears for a reason**
- **Focus on solving the “pain”**
- **Avoid long-winded proposals**
- **Know when to walk away and/or move onto the next prospect**





Questions and Answers





Thank You and Good Luck!

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