How To Attract, Engage and Convert More Corporate Partners

fit sponsorship academy

COURSE ROADMAP

OVERVIEW
Understanding The Proven Process & Key Concepts

- 1. Understanding The Proven Process To Success
- 2. The 5 Key Principles of Sponsorship Success

Phase 1: ATTRACT
Learn how to attract more interest from corporations

- 3. Discover Your Sponsorship Story – The One Corporations Will Pay For
- 4. How To Reveal Which Story Will Generate The Most Sponsorship Dollars
- 5. Create A Powerful Summary Of Your Sponsorship Potential

Phase 2: ENGAGE
Learn the 'Who, How, What & When' Of Standing Out

- 6 How To Develop Your A-List Of Hot Prospects
- 7. How To Build An Effective Sponsorship Hierarchy
- 8. How To Create Your 'Get Noticed' Campaign

Phase 3: CONVERT
Learn The Essentials From First Meeting To Signed Contract

- 9. Map Your Sales Journey. Know What To Do & When
- 10. How To Uncover The Prospect's Problem
- 11. How To Craft A Sponsorship Solution Your Prospect Will Love
- 12. Sign-up New Sponsors