

## Achieving Sponsor and Donor Recruitment/Retention

### With a Sales Model:



### November 14<sup>th</sup>, 2009:

**8:30-11:30**

- **Introductions**
- **Concept Overview**
- **Communication Skills**

**1:00-5:00**

- **The Ideal Salesperson**
- **Target Markets**
- **Prospecting**
- **Cold Calling**

### November 15<sup>th</sup>, 2009:

**8:00-11:00**

- **The Sales Process**
- **Introduction**
- **Gaining Favorable Attention**
- **Discovering Wants & Needs**

**1:00-4:00**

- **Benefits & Consequences**
- **Commitment**
- **Objections and Stalls**
- **Donor Loyalty**
- **Keeping it Going**