

# Sales Tips for Students & Parents

## Harmony Sponsorship Program

- **BECOME FAMILAR WITH EACH PROGRAM** – before you make a call on a potential business, become familiar with the various elements and pricing of each sponsorship program.
- **WHICH BUSINESS SHOULD I CONTACT** – it always helps to contact a business that you or your family know and use. Make sure the business is **not** listed in the online "Sponsor Tracking Database List". These businesses have already been contacted.
- **COLD CALLING** – create a list of potential businesses, then research each of them using the web before you make contact. Identify the Owner or Store Managers using the web. Ask for them on your 1<sup>st</sup> visit.
- **PRACTICE YOUR SALES PITCH** - Think about what you are going to say **BEFORE** you visit the business. If your family frequents that business, be sure to bring that up in your sales pitch. Listen carefully to the owner/manager's comments. Listening to feedback is just as important as what you say.
- **ALWAYS VISIT THE BUSINESS** – increase your chances of securing a sponsor by making a presentation in person. Phone calls and writing letters are less successful but acceptable methods of making contact.
- **SALES SUPPORT MATERIAL** – always print out a copy of the appropriate sales support material to help you make your presentation. Leave a copy behind for the potential sponsor.
- **EXPLAIN THE SPONSOR BENEFITS** – make sure you review the sponsor recognition & advertising benefits of each program. Explain to them that this also supports you, the band and the community.
- **DON'T OVERSELL** – it's important **not** to oversell the program. Align the right sponsorship level to the size of the business – not everyone can be a \$5,000 contributor! Ask them what level is right.
- **REACHING THE RIGHT PERSON** – always ask who will be the person making the decision. Try to meet with them on a follow-up visit.
- **FOLLOW-UP, FOLLOW-UP, FOLLOW-UP** – all businesses require some follow-up to secure a sale. Make sure you follow-up and visit the business until you get their decision. **Do not bombard them with emails.**
- **SPONSOR INVOICE** – some businesses might need an invoice to process a payment. Offer getting them one if it helps them make a commitment or payment. Send the Harmony program coordinator an email requesting a custom invoice for your sponsor.

### ***AFTER THE SALE***

- **SEND A THANK YOU NOTE** – Send them a thank you note, it goes along way!
- **VISIT YOUR SPONSOR** - it's important to visit your sponsor(s) several times during the year. Always thank them for supporting you & the Wando Band program. It helps when you ask them to renew.
- **INVITE THEM TO ALL CONCERTS & EVENTS** – inviting your sponsor to band events and concerts makes them feel good about supporting you and the band program.