

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 1st 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.