**TOPICS**

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| This event will cover topics such as   * diversity and inclusion * employee engagement * and employee wellness   Are these topics relevant to your current role? |

**CALENDAR**

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| That’s unfortunate, but I totally understand.  Can I send you our calendar of events?  **YES**  We organize over a dozen events each year, covering various aspects of talent management.  Do you have a specific focus in your role at *Nike?*  **NO**  Fair enough. Have a great rest of your day |

**REFERRAL**

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| Can you please direct me to the appropriate individual who might have an interest in these topics?  **YES**  Thank you, please provide their email and or phone #  **NO**  Can you please forward my email to the appropriate individuals?  Thank you. You can expect my email shortly. |

**BUDGET - LIMITED**

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| That’s unfortunate, but I totally understand.  Putting budget aside, is there anything else keeping you from attending?  **NO**  Is it limited budget or no budget?  No Budget- Can I send you our calendar of events and/or follow up with you for next years event?  **YES**  When do you allocate budget for the next fiscal year and how can we be included in your short list of prioritized events?  -----------  Great, I will reach back out the middle of December  I ask because we do have some pricing incentives for early registrations, academia, government and not for profit scholarship.  **NO**  Oh OK, did the topics align with your current role?  YES |

**NO BUDGET -LIMITED**

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| That’s unfortunate, but I totally understand.  Putting budget aside, is there anything else keeping you from attending?  **NO**  Is it limited budget or no budget?  Limited budget-  I ask because we usually set aside a limited number of vouchers for extended early registrations, academia, government and non-profits.  Would you be interested if I consult with my team regarding the availability of one of these discount vouchers?  **YES**  Great; I will speak with my team and reach back out to you shortly.  What is the best phone number and email to reach you?  **NO**  Oh Ok, No worries.  Can I keep you abreast for future related events?  **YES**  We organize over a dozen events each year, covering various aspects of talent management.  Do you have a specific focus in your role at *Nike?*  **NO**  Fair enough. Have a great rest of your day |