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How To Be Successful At Sponsorship Sales

By Sylvia Allen

Trafford Publishing, Canada, 2010. Paperback. Book Condition: New. 277 x 206 mm. Language: English Brand New Book ***** Print on Demand *****.Where do you find money in today's money-tight world? If you are a producer of events, community activities, sports, parades, park and recreation activities. Anything that attracts the general public for recreation. You should read this book. HOW TO BE SUCCESSFUL AT SPONSORSHIP SALES gives you a roadmap that guarantees your success in finding money for your projects. How do you sell sponsorship? What do sponsors want? How do you determine what benefits are of greatest value to a sponsor? Where do you find sponsors? How do you talk to them? Are you a for profit or non profit organization? This book provides all the tools you need. even gives you the words to use on a sales call! Sample contracts, how to price your event, where to find guaranteed sponsors for an event.the book them all and more. Written by a professional sponsorship salesperson, Sylvia Allen, the book takes you through the money soliciting/sales process, step by step. Discover how to maximize your selling time while ensuring that you deliver 150 to your sponsors....



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