



SUCCESS WITH CORPORATE SPONSORS

VIP CALL

Get Sales Now

Capture → Convert → Continue

What You'll Learn

- How to solve your biggest business challenges
- Get Sales Now 3 Step System: Capture → Convert → Continue
- High Tech, Low Tech and No Tech Marketing
- How to get sponsors and stand out from the competition
- How to Use Email Capture to Build Your Database
- Social Media Strategies and Which One is Right for You
- Convert and Turn Leads into Sales
- Continue and Use the Get Sales Now System for More Clients
- Sponsor Concierge Dare

Your Business Challenges Can Be Solved With

- More Clients
- More Sponsors

Get Sales Now: 3 Step System

- Capture
- Convert
- Continue

Your Clients and Sponsors Are Searching for You

- Get Sales Now System helps them find you.

Step 1: Capture

- High Tech
- Low Tech
- No Tech

High Tech Capture

- Web Site and Blog
- Email Marketing
- Internet Articles
- Video and Podcasting
- Search Engine Optimization
- Pay Per Click Ads Including Google and Facebook
- Social Media
- Webinars and Teleclasses

1

Sponsor Concierge

13428 Maxella Avenue, Suite 982 · Marina Del Rey, CA 90292 · 310-337-1430

Cell 310-721-9869 · Email: Success@WealthyBagLady.com · www.SponsorConcierge.com



A portion of the proceeds will be donated to the Junior Achievement to teach kids entrepreneurship



SUCCESS WITH CORPORATE SPONSORS

VIP CALL

Get Sales Now

Capture → Convert → Continue

Your Web Site and Email Capture

Check out the 5 ways leads are captured on this web site.

The screenshot shows the Sponsor Concierge website with five numbered callouts:

- 1:** A top navigation bar with the logo, phone number (310) 337-1430, and a search bar for Linda Hollander's content.
- 2:** A navigation menu with links for Home, About, Sponsor Training, and Speaking & Media.
- 3:** Two buttons: "Free Class" and "Sponsor Strategy Session".
- 4:** A large banner for "NEED CORPORATE SPONSORSHIP?" with a "Get more information now!" button.
- 5:** A "Get More Information" button at the bottom of the "About Linda" section.

The main content area includes a section titled "How Can We Help You Get Corporate Sponsors?" with a list of services:

- Create your custom sponsor proposal
- Write your sponsor pitch letter
- Find the right sponsors for you (and tell you which ones to avoid)
- Send you sponsor trend reports
- Give you the contracts and agreements you need
- Avoid common mistakes
- Give you access to our sponsorship library
- Train you how to create successful events
- Create your sponsor action plan
- Help you create profitable, successful events

The footer contains an "About Linda" section, a "Free Business and Sponsorship Tips" section with a form, and a "Get In Touch" section with contact information and social media links.

Sponsor Concierge
 13428 Maxella Avenue, Suite 982 · Marina Del Rey, CA 90292 · 310-337-1430
 Cell 310-721-9869 · Email: Success@WealthyBagLady.com · www.SponsorConcierge.com



A portion of the proceeds will be donated to the Junior Achievement to teach kids entrepreneurship



SUCCESS WITH CORPORATE SPONSORS

VIP CALL

Get Sales Now

Capture → Convert → Continue

Social Media



Run a Contest on Social Media



Low Tech Capture

- Direct Mail: Send gifts and personalized communications by mail, FedEx and UPS. They have message in a bottle, trash cans, x-rays, bank deposit bags, etc.
- Print Advertising
- Radio
- Press Releases
- Outbound Calls
- Promotional Products
- Gift Baskets and Greeting





SUCCESS WITH CORPORATE SPONSORS

VIP CALL

Get Sales Now

Capture → Convert → Continue

Brochures, Catalogs, Flyers, and Print Ads

- State the problem. Then talk about how you are the solution.
- Have a killer headline.
- Always have an offer with a brochure.
- Create a sense of urgency.

No Tech Capture

- Public Speaking
- Networking
- Word of Mouth
- Joint Ventures and Referral Partners
- Trade Shows
- Events
- Current Customers

Step 2: Convert – Turn Leads into Sales with Clients and Sponsors

- Face to face selling
- Telephone sales
- Online conversion
- Order forms
- Delegating sales

Closing the Sale

- Do a strong presentation
- Use stories
- Listen more than you talk
- Either/or close
- Assumption close



SUCCESS WITH CORPORATE SPONSORS

VIP CALL

Get Sales Now

Capture → Convert → Continue

Step 3: Continue - Use the System to Get and Keep Clients

- Closing the sale is just the beginning
- Don't just market when business is slow
- Decide how often to use the strategies
- Use the Get Sales Now System to continually promote to current and potential customers

Choose Any 3 of These 24 Capture Strategies

<i>Capture Systems (Select any 3)</i>		
<i>High Tech</i>	<i>Low Tech</i>	<i>No Tech</i>
<input type="checkbox"/> <i>Web Site and Blog</i> <input type="checkbox"/> <i>Email Marketing</i> <input type="checkbox"/> <i>Internet Articles</i> <input type="checkbox"/> <i>Video and Podcasting</i> <input type="checkbox"/> <i>Search Engine Optimization</i> <input type="checkbox"/> <i>Pay Per Click Ads</i> <input type="checkbox"/> <i>Social Media</i> <input type="checkbox"/> <i>Webinars and Teleclasses</i>	<input type="checkbox"/> <i>Direct Mail</i> <input type="checkbox"/> <i>Print Advertising</i> <input type="checkbox"/> <i>Radio Ads</i> <input type="checkbox"/> <i>Press Releases</i> <input type="checkbox"/> <i>Outbound Calls</i> <input type="checkbox"/> <i>Public Relations</i> <input type="checkbox"/> <i>Promotional Products</i> <input type="checkbox"/> <i>Send Out Cards</i>	<input type="checkbox"/> <i>Public Speaking</i> <input type="checkbox"/> <i>Networking</i> <input type="checkbox"/> <i>Word of Mouth</i> <input type="checkbox"/> <i>Joint Ventures</i> <input type="checkbox"/> <i>Trade Shows</i> <input type="checkbox"/> <i>Referral Partners</i> <input type="checkbox"/> <i>Events</i> <input type="checkbox"/> <i>Current Customers</i>



Linda Hollander has been featured by Inc. and Entrepreneur Magazines as the leading expert on corporate sponsorship. She is the CEO of Sponsor Concierge, the author of *Corporate Sponsorship in 3 Easy Steps* and the founder of the Sponsor Secrets Seminar. Her corporate sponsors have included Citibank, Fed Ex, Health Net, American Airlines, Bank of America, Staples, Wal Mart and IBM. She consults with businesses on how tap into the awesome power of sponsors.

