WORDS ARE GIFTS...
you better have the right ones to give!

Strengthen Your Sales and Networking Skills to
Recruit more Donors and Volunteers

Presented by:
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Sales...what does it look like

For-profit
Sales...what does it look like

Non-profit
How many of you...

- Do sales for your organization?
- Solicit funds?
- Recruit volunteers or clients?
- Talk about your program to others?
- “Sell” for your organization?
- Have formal sales training?
- Have a formal documented “sales” plan?
Sales Background
Sales Background

- 6 - 14 years old:
- 16-18 years old:
- 19-21 years old:
- 21 years old - Today:
Sales Training
Targeted Sales Clients

- Funders
- Mentors
- Board Members
- One-time Volunteers
- Students
- Schools
- Other non-profits
Who needs to be skilled in sales?

EVERYONE in your agency!

Non-Profit Activities = Sales
Workshop Overview

 Create your marketing strategy
 Develop your networking pitch
 Create a strategy for networking events

Additional Information

 Write a donor and volunteer recruitment script (benefits vs. facts)
Marketing Strategy

Gino Wickman, EOS Worldwide

 Target Market
Marketing Strategy
Gino Wickman, EOS Worldwide

- Target Market
  - Geographic – where
  - Demographic – characteristics
  - Psychographic – how do they think

Geographic: Schools/organizations & Funders = USA, Mentors = Metro Detroit

Demographics: Schools/organizations that want life skills programs and have $/resources, Funders who believe in the value of mentorship, Mentors who have a desire to “give back” and make a difference in the lives of young people, and have a flexible work schedule to mentor during the day.

Psychographic: Schools/organizations that want new resources/opportunities for students, Funders who want to help youth and/or receive recognition, Mentors who want an “easy” way to mentor that provides structured activities during mentoring time, on-site staff support, and multiple mentees.
Marketing Strategy

Gino Wickman, EOS Worldwide

- Three Uniques
Marketing Strategy
Gino Wickman, EOS Worldwide

- Three Uniques
  - What separates you from similar agencies?

Schools and Organizations
1. Evidenced-based life skills youth curriculum
2. Award winning curriculum-based mentoring model
3. Have mastered school-based mentoring (17 yrs of successful programs)

Funders
1. Award winning, curriculum-based life skills mentoring program.
2. 90% of our students continue their education past high school
3. Have mastered school-based mentoring (17 yrs of successful programs)

Mentors
1. Award winning, curriculum-based life skills mentoring program.
2. We make it easy to mentor with structured activities
3. Continuous on-site support
Marketing Strategy
Gino Wickman, EOS Worldwide

- Guarantee
- Proven Process
Marketing Strategy

Gino Wickman, EOS Worldwide

- Guarantee
  - What can you offer your clients?

- Proven Process
  - What makes you an expert or successful

**Guarantee:** We will provide dedicated customer service and resources (to all stakeholders: students, mentors, schools, funders, partners)

**Proven Process:** Winning Futures Curriculum & mentoring model with structured activities and ongoing support

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Marketing Strategy
Gino Wickman, EOS Worldwide

- Target Market / “The List”
- Three Uniques
- Guarantee
- Proven Process

Under promise...over deliver!
You know

- WHO to talk to
- WHY you are unique
- WHAT you will provide

BUT... What do I SAY?
Networking Pitch

- Pretend you are at an event with potential donors and volunteers.
- Find two people you don’t know and introduce yourself.
- What did you find yourself doing wrong?
- What did you find yourself doing right?
Networking Pitch

- 30 seconds or less – short and to the point
- First and Last Name
- Agency Name
- Mention your title if it is appropriate
- Open with a question they can connect with versus blasting them with facts (don’t use if introducing yourself in a group setting)
- Do not use your pitch like a robot. Be passionate and free flowing.
Networking Pitch
Funders, Mentors, Board Members

Did you have a mentor or business coach? That’s what we do for kids.

Do you have issues with employee work ethic? That’s what we do for kids.

Have you ever walked in and saw half of your employees on FaceBook or the Internet? We train students on proper business etiquette.

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Networking Pitch

Schools, youth groups, non-profits

Are your volunteers struggling and need activities to do with the youth?

Do you need to have measurable outcomes?

Do the youth in your program need to improve their life skills?

That’s what we do…
Networking Pitch

Pick out the two to three most important facts to share.

*Winning Futures* a non-profit goal setting and mentoring program for teens. We have an award-winning curriculum that empowers our students to succeed. In fact, 90% of our students continue their education past high school.
Working the Room!
Working the Room!

- What do you want to get out of the event
- Find out who will be there
- Ask for introductions
- Eat before everyone gets there
- Narrow down your “targets”
- Don’t spit out too many facts
- Say each person’s name out loud to remember
Working the Room!

- Only take your business card.
  - Sending them a brochure later is the best way to have a follow up conversation.
  - People cannot hold onto bulky items.
- Have pockets in your jacket or pants.
- Do not go in as a “shark”. Politely work the room with a targeted strategy.
- Networking is NOT manipulation but inspiring people to act. This will help your kids!
- Don’t discard someone because of their position – they may be the gatekeeper.
Working the Room!

- Don’t let someone’s position intimidate you. They are a real person.
  - Listen to them.
  - This will help you get more comfortable.
  - See what is the right way to approach them.

- Sometimes you will be the minority in the room – gender, race, nonprofit vs. for profit, etc. Use that to your advantage because they will remember you!
Working the Room!

- Head to a group versus one person
  *This group looks fun (interesting, etc), can I join in?*

- Be the first to ask “*What do you do?*”

- Hold your card until they give you their card
  - If they don’t have one, have them write their info on the back of your card (still give them your card)
  - Write down notes about that person on their card

- If you get “trapped”
  - Take that person with you to a group
  - Introduce him/her to someone else and walk away
  - Go to the bathroom
Working the Room!

- Book meetings/calls on the spot
- Try to have a reason to contact someone
  - You promise to find something out or make a connection
Networking Pitch

- Pretend you are at an event with potential donors and volunteers.
- Find two people and introduce yourself.
- What were some improvements you made?
- How did some of the pitches you heard improve?
Sales Facts

The National Sales Executive Association found:

- 2% of sales are made on the 1st contact
- 3% of sales are made on the 2nd contact
- 5% of sales are made on the 3rd contact
- 10% of sales are made on the 4th contact
- 80% of sales are made on the 5th-12th contact
Recruitment Script

- Have a script for each targeted group
- Integrate your 3 Uniques, Guarantee, Proven Process, and What You Want
- Speak as though they made the commitment
  - “When” instead of “If”
- Ask questions and Listen
- Tap into their interests
Recruitment Script

Write down all of the phrases you say when you are talking to a potential donor or volunteer
Recruitment Script

Benefits vs. Facts

 Benefits

  • How will this impact them, their business, community, etc.

 Facts

  • Information about your organization
Recruitment Script

Benefits vs. Facts

- Give each of your statements a B or F
- Add them up

You MUST balance the two!

Write down more benefits.
Sample Script

Hi XXXX. My name is ________ and I am with _______. It was great meeting you last week at the _____ event. Do you have two minutes to talk right now?

YES-The reason I am calling is that I believe you would make a great mentor. You are ___, ___, and ___. Teens in our program would really benefit from a relationship with you. As a mentor, you will not only feel great about helping a young person, you will also be leaving your legacy for future generations. Mentoring is fun and in fact, our mentors always say that it revives their energy and decreases their stress during a crazy workday. When you mentor, we will train and support you onsite, and will even have structured activities for you to do with your mentees. Would you like to learn more about the mentoring opportunities we have for this fall?

NOW…ask probing questions and give them the facts!

NO-When would be a good time to call you?
Sales Plan

- Who are your target clients?
- How will you find them?
- What will you say when you meet them? (Pitch, Uniques, Guarantee, Proven Process)
- Who is responsible for each step in your process?
- How will follow-up be done?
- What will they say? (Benefits Script)
Tip to Leave With