

Corporate Partnerships & Sponsorships For The New Economy

Week 6 (Part 1)

Siya Mapoko

The Co.P.E.D Method

- Context
- Problem-Opportunity Gap/ Link
- Exploring Options (Co-creation)
- Decision

Context

“I decided to reach out to you because
I saw ...”
(outline the problem you identified).
Not in too much detail.

Mention that you think you might be
able to help, in partnership with them,
of course.

“I’d like us to invest our time today on things that may be most important and most beneficial to your organization, and I’d like to also establish how best my ideas can be beneficial to you.

Do you mind if I ask you a few questions and take some notes?

I’ll also give you a chance to ask me anything you like.

Then we can both decide if this is a good fit for you or not.”

[Smile]

"Firstly, I’m a little curious. Was there anything in particular in my email that made you decide to invest your valuable time to have this discussion with me today?"

Take Control

Never be needy!

Invite a NO early!

Be in charge...
Be in control...
Ask questions...

Be A Doctor!

It's called malpractise when a
doctor prescribes before
diagnosing!

She who asks questions is in
control!

Problem-
Opportunity
Gap/ Link

The value of your idea is directly proportional to the pain your prospective partner is experiencing for not having it.

Establish The Cost of the Present

“So what do you think is your biggest challenge in the area of X?”

“So what is this situation really costing you?”

Focus on the pain and the real cost
of the current situation!

No need to create a false sense of
pain!
REALITY!!

The Farmer and the Magician

Build Up Desire

THE 6 INFLUENCE TRIGGERS

Financial aspects
Social aspects
Local & Global Influence & Leverage
Corporate Citizenship
Customer Goodwill
Media

Never leave the discussion of value
at the level of Money!

Allow them to feel the feelings.

Let them tell you what matters to
them.

Exploring Options (Co-creation)

Take them to the alternative future

“What would it mean to your organisation if you could get more (outcome Y – influence triggers)?”

Ask more questions and get them
to engage more.

Pay special attention to people
who seem to engage more!

Be a teacher & a journalist!

Share aspects of the outcomes you
deliver and let them explain to you
in detail how and why each of
these would benefit them.

Get them to fully grasp the pain and the gap between the cost of the present and the possibility and hope of the future alternative.

Empower them to sell you and convince you on the decision that you have led them to.

Decision

Invite them to participate in the opportunity if it is a fit for them.

Give them an irresistible offer and mention price.

Propose clear and specific NEXT
STEPS.

Ask them if they agree or wish to
add or suggest different next steps.