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

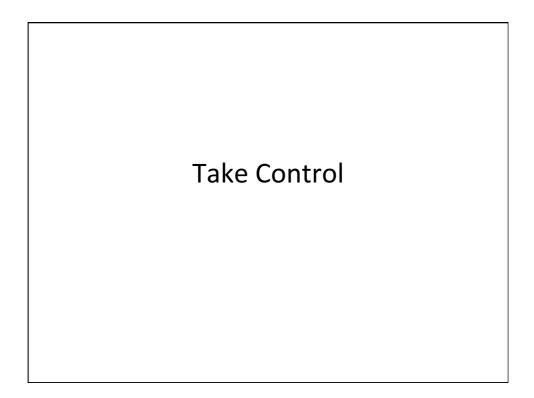
Context

"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?"



Never be needy!

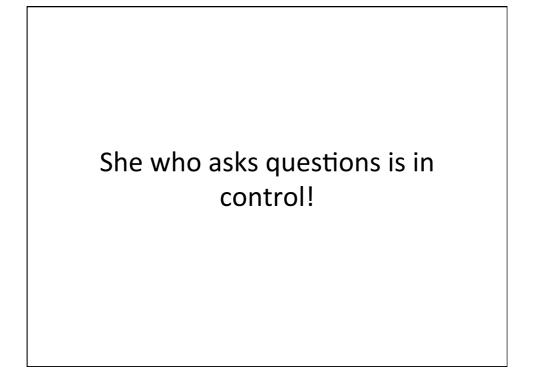
Invite a NO early!

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

Be A Doctor!

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

20/07/16



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

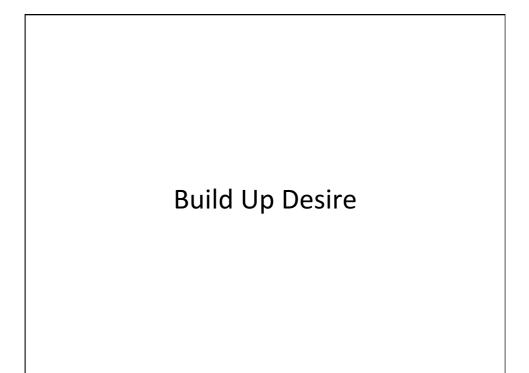
"So what do you think is your biggest challenge in the area of X?"

"So what is this situation really costing you?"

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

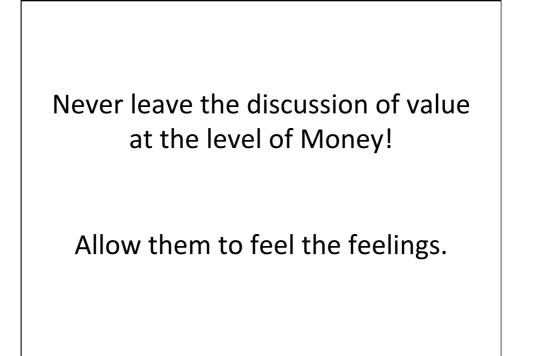
No need to create a false sense of pain! REALITY!!

The Farmer and the Magician



THE 6 INFLUENCE TRIGGERS

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



Let them tell you what matters to them.

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Exploring Options (Co-creation)

Take them to the alternative future

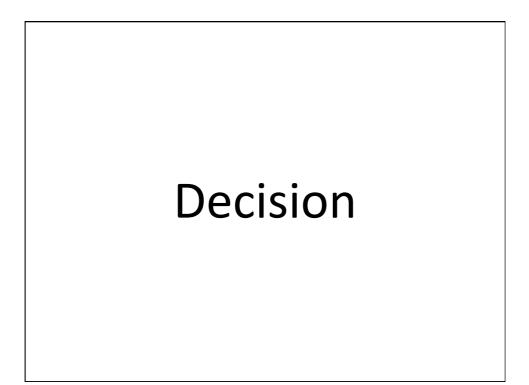
"What would it mean to your organisation if you could get more (outcome Y – influence triggers)?" Ask more questions and get them to engage more.

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.



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.