

# Corporate Partnerships & Sponsorships For The New Economy

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## A NOTE TO YOU

Why are we doing this?

As an entrepreneur I've had many experiences - some very painful and costly; others breathtakingly great and highly profitable. It is out of these experiences and many questions I've been asked over the years by fellow entrepreneurs searching for answers, that I decided to share my ideas in this way. When I started MRI we made it our mission to spread ideas that push the human race forward.

My goal for the Corporate Partnerships & Sponsorships For The New Economy program and our 6 weeks together is:

1. To help you create a predictable way to target and attract high quality corporate partners. These are companies you are suitably qualified to serve. Indirectly with their help, you will be better placed to help the people you made it your life's mission to serve. These are people whose lives will be better off because of your service and your commitment to their outcomes or success.
2. To help you rise above the noise of industry commoditization and communicate your value offering powerfully.
3. To help you close 100% of the deals you should be closing as often as possible, while you respectfully uncover and walk away from deals that are not a match for you as quickly as possible.

It is my hope that you will commit yourself to making the application of these lessons a routine part of your business, that you will take imperfect action IMMEDIATELY and that you will start building a business for the future driven by this powerful life-time strategy, among others.

Please note that I am NOT a medical, legal or financial advisor. Instead I am a student of life and a servant of humanity, and I'm merely sharing ideas, insights and practical steps that drive my outcomes in life. My hope is that some of these may help you too. If you need help in the areas of medicine, law and finance I urge you to seek a relevant certified professional. At the very least I share these lessons for your own intellectual entertainment and at best, should you decide to act on them, to act as a guide who has walked this path before and still am. It goes without saying, that I cannot guarantee any results you will get from your dealings with other people – as they have their own free will, which I have neither control nor influence on.

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## Disclaimer:

What you are about to learn in this program is not THE approach or the ONLY way to get Corporate Partnerships & Sponsorships (CPS).

This is a way – it's just My Way!

Notebook and a pen

Pause

Take Notes

Write down your questions

## The Great Walt Disney Partnership

Disneyland

## The Common Factor

All Deals, Partnerships & Sponsorships have one thing in common. Without this – no deal, no partnership and no sponsorship can happen!

## Exercise

- What's the common factor of all deals?
- Please pause this video and on your notebook, please guess 3 answers of what you think the common factor is.
- After doing the exercise, continue to listen.

**DID YOU PAUSE?**

**(If not, please DO IT NOW!)**

The Deal Common Factor is revealed below, but you have to decode it. To decode it is simple. Simply change each letter by going back two letters in the alphabet. For example, if you see a "C", two letters back is "A". Two letters back from "Z" is "X" and so on...

FGUKTG

Let's Decode

FGUKTG

\*\*S\*\*\*

**DESIRE**

**The 11 Commandments Of  
Successful Deal Makers**

## **1. THOU SHALL NEVER BE NEEDY!**

### **NEEDINESS:**

Yes you want the deal, but never be needy.  
Neediness is a weakness in business negotiations. Needy people lose control and make bad decisions.

## **2. THOU SHALL RESEARCH & FOCUS**

### **RESEARCH & FOCUS:**

Focus on the genuine need of your prospect.  
Highlight their need at least 3 times during the meeting.

### **3. THOU SHALL GO FOR NO!**

#### **NO:**

Never fear NO! At the beginning of the negotiation, tell them it's ok for them to say NO to your proposal.

### **4. THOU SHALL ALWAYS CONFIRM A YES!**

#### **YES:**

Be wary of an early YES. Skilled negotiators know that a YES can betray your neediness. Stay calm! Don't get excited. Challenge an early YES with a series of confirmations.

## **5. THOU SHALL NEVER LEAVE WITH A MAYBE!**

### **MAYBE:**

Never leave a meeting with a MAYBE. MAYBE is not a decision. Real decisions are YES or NO.

## **6. THOU SHALL GAIN CLARITY!**

### **CLARITY:**

Some of the best deals start with NO. Whoever says NO needs to own their decision and give explanation when requested. NO creates clarity.

## **7. THOU SHALL NEVER FEAR REJECTION!**

### **REJECTION:**

Never fear rejection. It's a sign of neediness.  
Only the needy feel rejected. The prospect has  
no power to reject you.

## **8. THOU SHALL NEVER COMPROMISE YOURSELF!**

### **COMPROMISE:**

Trying hard to compromise is a sign of  
neediness.

**9. THOU SHALL NEVER BE TOO SELF-  
IMPORTANT!**

**SELF-IMPORTANCE:**

Never have a need to sound smarter than your target or be self-important. All these betray your neediness. Be clinical! Stay calm! Listen! Be humble!

**10. THOU SHALL NEVER RUSH TO  
CLOSE!**

**CLOSE:**

Never rush to close. A sign of neediness. Rather help them feel the pain of their need so THEY rush to close - not you!

## **11. THOU SHALL ASK & ASK AGAIN!**

### **ASK... & ASK AGAIN:**

The only way to get what you want in life is to ask. Ask them what they want. The more you ask the more you get. Sometimes you will ask and don't get. That's ok too!

## **Exercise**

1. On your note book – take your time and think and write down 10 to 20 questions you have about Corporate Partnerships and Sponsorships. (These are questions that if this program can answer for you, it would be a game changer!)
2. Dream! List 20 companies that if you can partner with them in some way – it would advance your business and your goals. Please also include what you'd like from them (except money).
3. Watch this training again! Then write down and email all the questions you would like to be answered or clarified for you this week!