



**Superb Sales:  
Boosting Corporate Partnerships**

January 2020

**Identify Prospects**

1. Which one or more of your stakeholder groups may contain your lowest hanging fruits for connecting with new companies? (Consider: committees, volunteers, board, previous corporate partners, previous participants)
  
2. What can you do to expand your warm prospects network through these groups?
  
3. List two potential connectors who may be able to introduce you to warm prospects.

**Initiate Contact**

1. Think about your two potential connectors. What can you do to help them most effectively initiate contact with a warm prospect?

## **Close the Sale**

1. What is the most important thing you can do to enhance your close?

## **The Big Kahuna**

1. What are the three most important things you can do to boost your corporate partnerships?

2. How can you make this work a daily habit?