

STEP #8 - FOLLOW-UP TO YOUR PRESENTATION

- Immediately upon return to your office write a letter to your contact
 - thanking them for their time
 - summarising any questions/issues that arose in the meeting
 - addressing them/alleviating any concerns
 - stating immediate next steps -- who will do what

- Follow up to that letter within the next week with
 - information as promised; or
 - a phone call to inquire as to further interest in sponsorship opportunity, any feedback on presentation, etc.