

STEP #6 - FOLLOW-UP TO INITIAL CONTACT - YES/NO

Follow-up the distribution of your sponsorship package within the next 5-7 business days. Be prepared for your phone call by reviewing the corporate profile and introductory with immediately prior to the call.

The objective of your phone call is to determine the level of interest and confirm a meeting date for when you and a colleague can make a formal presentation.

If your initial contact responds negatively to the concept, be appreciative of their views but before the conversation ends, make sure you understand why. Perhaps your contact has misunderstood the opportunity, is really not the most appropriate person you should be speaking with or maybe your letter/package has not even been read.