**CQPC© and Other Selling Resources for Fundraisers**

**Step 1. CONNECT**: Introduce yourself and find something in common to talk about. Fundamentally, connection is about building rapport, breaking the ice, finding common ground, and getting in the door.

When good connection happens there is a comfort level for the buyer and the seller. SO you (seller) get comfortable BEFORE you go in the door. Remember, you are there to HELP not sell. Great selling is all about helping others. If you can’t help, or if this candidate isn’t a good fit, no worries; you’ll move on to the next one!

**Step 2. QUALIFY:** Curiosity-Being interested instead of interesting FIRST will win sales all day long. So many sales people want to “pitch” their product first. It feels like you only have a second to get your “pitch” in so a typical seller will JUMP to the “pitch”. While this can be effective at times- if you will CONNECT & then QUALIFY first, I promise you will sell more to more prospects, more often! So here is a list a good qualifying questions when it comes to selling to Fundraisers:

1. Hi I’m Beth from the TrainerTainment Entertainment Center down the street and I’d need to know who to speak with about fundraising?
2. Who in your organization typically plans your fundraising events…is it?
   1. Ways & Means Chairman □
   2. Done by Committee □
   3. Executive Director □
3. How many fundraising events do you typically hold in a year?
4. How do you decide where to hold them?
5. What have they done in the past? What did you like most/least about that event?
6. Who all helps with planning these events?
7. How much money are you trying to raise per event?
8. What type of Fundraising Events are being considered for this year (quarter)?
9. How do you decide what to invest on an event like this?

This list is not exhaustive but is an excellent start. You need to have a couple of **objectives.**

**Objective number one** is to get the first 2 questions answered and, with any luck, you would get to speak with the decision maker. Each of the following questions (c-i) can be addressed with the gate keeper however; the gate keeper may, or may not know the answers. If not, you would move on to **Objective number two** and schedule an appointment with the decision maker once you know who that is after asking questions a. and b.

**3. PRESENT-** So often, a sales person is tempted to run into an organization and just start “Pitching” their product. Great presentation is based on first connecting and then qualifying the “NEEDS” of a potential customer. When you find out what someone needs, then you can focus on what’s important to them rather than a “canned” presentation that is usually focused on what you think is important.

**4. Close-**  Ask for the business… “Ms. Fundraiser Chair” based on everything you’ve seen about holding a Fundraiser at The TrainerTainment Family Fun Center, what do you like best about the idea of holding your next fundraiser at TTT FEC”? “I’d love to hold a date for you this (month, quarter, year) and I can book that for you now.”

**WHAT IF**

**I can’t even get past the gate keeper?**

Get creative. Do you know someone who works for this company? Can you use other resources like Linked-In so that you go in asking to speak to someone rather than having to find out who books events? Make a phone call prior to dropping by and ask to set up a 10 minute appointment to talk with someone about how they make decisions regarding fundraisers.

**The person at the front desk does not know who books Fundraisers?**

ALWAYS start with a little research. Most fundraiser groups have the staff listed on their website. When you go in with some advance knowledge it will give you some comfort and credibility with whomever you speak with first. If you are dealing with a booster club or an actual charitable organization they will usually list a fundraiser chairman. If not, start with someone in finance.

**I decide to hold an in-center event to introduce our fundraising program to many people at one time?**

We believe that having a center-wide event for those who need to raise money is a great idea. If you can introduce your program to a group, and give them a hands on experience of what it would be like to have an event in your center, is a very effective way to book Fundraisers. (PLEASE refer to the **OUTSIDE IN** selling method).

**I don’t know what Fundraiser Groups to start with?**

This is easy… Do a web search in your area for charitable organizations. I did a search “Charitable Organizations in North Richland Hills (my suburban community) and got leads like, March of Dimes, Operation Christmas Child, Kids Matter International. The Chamber returned a list of charities. Remember one of the great rules of selling is to DECIDE who you want to do business with and sell to them. Work from a **TOP LEAD LIST** as all times.

**TOP TIP: The Band (High School and Middle School) are great fundraiser organizations.** Typically the “ARTS” are not well funded. The band, choir, and other clubs and organizations are always looking for great ways to raise money. We really like the band because it is typically the largest organization in the school. They are usually very organized and disciplined. It’s a great group of people and they need to raise money.

I’m sure there are many more what if questions with great answers. I promise, we don’t know everything. I invite you to join our Facebook page and let’s keep this conversation going.

**See the next page for custom (cut and paste email script)**

**Custom Email Script for Fundraiser Clients:**

**SUBJECT LINE: Need a Great Location for your next Fundraising Event?**

Hello (Insert Name),

Thank you for taking 2 minutes to check out how (insert your fun center’s name here) can help you and you and your group raise money.

We know that fundraising can be time consuming and complicated. At, (insert your fun center’s name here) we are committed to helping you raise the money you need in a fun and profitable way!

We hope you’ll allow us to help you have one of the BEST fundraising events you’ve ever had. Check out the details by clicking this link and then email me at (insert your email here) or call me right away at (insert your phone number).

Looking forward to hearing from you,

Beth Standlee

Fundraiser Event Coordinator

TrainerTainment Family Funcenter

[www.trainertainment.net](http://www.trainertainment.net)

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