


# THE FOR IMPACT ROAD MAP

“EVERY organization is PERFECTLY DESIGNED to get the RESULTS they are getting.” – Tim Kight

## POINT OF VIEW

<p>IMPACT  INCOME</p> <hr/> <p><del>Not For Profit</del> FOR IMPACT</p> <hr/> <p><b>JUST ASK!!!</b></p>	<table border="1"> <thead> <tr> <th>OLD WORDS</th> <th>NEW WORDS</th> </tr> </thead> <tbody> <tr> <td>CHARITY</td> <td>PURPOSE</td> </tr> <tr> <td>MISSION STATEMENT</td> <td>MESSAGE</td> </tr> <tr> <td>SURVIVAL</td> <td>VISION</td> </tr> <tr> <td>CULTIVATION</td> <td>COMMUNICATION</td> </tr> <tr> <td><b>INFORM</b></td> <td><b>INVOLVE</b></td> </tr> <tr> <td><b>ON THE BOARD</b></td> <td><b>'ON BOARD'</b></td> </tr> <tr> <td><b>COMPETITION</b></td> <td><b>COLLABORATION</b></td> </tr> <tr> <td>DONOR (DONATION)</td> <td>INVESTOR (INVESTMENT)</td> </tr> <tr> <td>“WARM FUZZIES”</td> <td>RETURN ON INVESTMENT</td> </tr> <tr> <td>TRANSACTIONS</td> <td>RELATIONSHIPS</td> </tr> <tr> <td>ASK FOR MONEY</td> <td>PRESENT THE OPPORTUNITY</td> </tr> </tbody> </table>	OLD WORDS	NEW WORDS	CHARITY	PURPOSE	MISSION STATEMENT	MESSAGE	SURVIVAL	VISION	CULTIVATION	COMMUNICATION	<b>INFORM</b>	<b>INVOLVE</b>	<b>ON THE BOARD</b>	<b>'ON BOARD'</b>	<b>COMPETITION</b>	<b>COLLABORATION</b>	DONOR (DONATION)	INVESTOR (INVESTMENT)	“WARM FUZZIES”	RETURN ON INVESTMENT	TRANSACTIONS	RELATIONSHIPS	ASK FOR MONEY	PRESENT THE OPPORTUNITY	<p>Live The Altitude Framework          Think <b>Big</b>. Build <b>Simple</b>. Act <b>Now</b>.          Embrace Design Thinking</p> <hr/> <p>Focus On <b>Relationships</b>. Top Down.          Manage Your Energy. Not Your Time.</p> <hr/> <p>Commit To Sales          Share The Story &amp; Present The Opportunity</p>
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## PLAN

CASE FOR SUPPORT

PRESENTATION DESIGN

QUALIFIED PROSPECTS

“ENGAGE... THEN PLAN.”

## EXECUTE

PREDISPOSE

PRESENT

FOLLOW-UP

“YOU'RE IN SALES... GET OVER IT.”

## THE FOR IMPACT SALES PROCESS

# REMINDER: RELATIONSHIPS

- Work the master prospect list
- Check the top 10 every day/week
- Think: shoulder-to-shoulder
- No rules: what would it mean to maximize the relationship?
- Remember *The Last Investor Strategy*
- Success is equal to the number of times you:

SHARE THE STORY AND PRESENT THE OPPORTUNITY

The ONLY Evaluation I Need:

# of VISITS: \_\_\_\_\_

# of ASKS: \_\_\_\_\_

## PRE-VISIT CHECKLIST

My goal of the visit is to get the prospect to say:

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### REMEMBER:

- 1) Focus On **Impact.**
- 2) Listen.
- 3) Be Authentic.

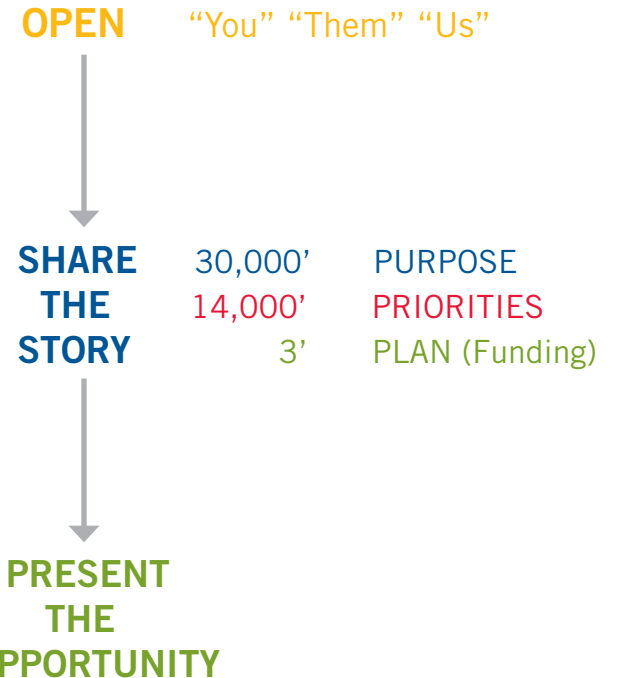
# JUST ASK!

### DIALOGUE THE OPPORTUNITY UNTIL:

- Commitment
- Roadmap For Commitment
- Info About Lower Capacity Or Relationship

## PRESENTATION FLOW

(Dialogue Throughout)



**“You miss 100%  
of the shots you  
don’t take.”**

– Wayne Gretsky