

# MILLION DOLLAR ASK

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## A For Impact Teleseminar

1. See email for phone number and access code.

(Notes completed five minutes before scheduled start of call)

2. All lines will be muted at top of the hour.
3. Email questions and follow up to [nick@forimpact.org](mailto:nick@forimpact.org)

# FORIMPACT | ROADMAP

## POINT OF VIEW

~~NOT FOR PROFIT~~  
FOR IMPACT!

IMPACT INCOME

JUST ASK!!!

### Fundamental Concepts

- Change your vocabulary.
- Think Big. Build Simple. Act Now.
- Articulate your message.
- 97/3. Top-down.
- You're in sales, get over it.
- Share the story. Present the opportunity.

## SALES PROCESS

### PLAN

CASE FOR SUPPORT

PRESENTATION DESIGN

QUALIFIED PROSPECTS

WHAT TO SAY...

...HOW TO SAY IT...

...TO WHOM

### EXECUTE

PREDISPOSE

PRESENT

FOLLOW-UP

# Just Ask!

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## **1. YOU'RE IN SALES**

(Get over it)

## **2. HOPE IS NOT A STRATEGY**

(Work the process)

## **3. SELLING IS NOT TELLING**

(Unless it's a story)

# Roadmap: Execute

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## 1. PREDISPOSE (Everything Before The Visit)

To The Cause/Case.

To The Opportunity.

To The Team.

*\*Remember  
'The Last Investor'  
Strategy*

## 2. PRESENTATION VISIT



## 3. FOLLOW-UP

With Prospects.

With Organization.

With Yourself.

# Roadmap: Execute: Present The Opportunity

## PRE-VISIT CHECKLIST

MY GOAL OF THE VISIT IS TO GET THE PROSPECT TO SAY:

\_\_\_\_\_

\_\_\_\_\_

**REMEMBER:**

1. FOCUS ON **IMPACT**.
2. LISTEN (DO DISCOVERY).
3. BE AUTHENTIC.

**JUST ASK!**

## PRESENTATION FLOW

**OPEN** "You" "Them" "Us"

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<b>DIALOGUE</b>	<b>30,000'</b>	<b>PURPOSE</b>
	<b>14,000'</b>	<b>PRIORITIES</b>
	<b>33'</b>	<b>PLAN (Funding)</b>

↓

**PRESENTATION GOAL:**  
*"WOW! GREAT! WHAT CAN I DO TO HELP???"*

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**PRESENT THE OPPORTUNITY**

*\*P.S. Always ask for referrals!*

The Suddes Group has raised \$1 Billion + for organizations and through our For Impact initiative, we've helped organizations raise another \$1 Billion. Here are three ways to do more with For Impact | The Suddes Group.

### **1. Use [www.forimpact.org](http://www.forimpact.org)**

1. Participate in other teleseminars.
2. Visit DAILY for new articles and insights.
3. Get the 'best of' in our Weekly Online Wow Emails.\*

### **2. Attend Training Bootcamp**

Our Training Camp is THE funding bootcamp for social entrepreneurs.

1. Attend the 2-Day LIVE Funding Bootcamp coming to San Diego, New York City and Columbus, OH in 2009. View available dates at [www.forimpact.org/solutions](http://www.forimpact.org/solutions)
2. Get Training Camp Online ([nick@forimpact.org](mailto:nick@forimpact.org) for details.)

### **3. Have For Impact Come To You...**

Customized board workshops, training, strategy, campaigns and more.

To learn more, contact Nick Fellers at [nick@forimpact.org](mailto:nick@forimpact.org) or 614-352-2505

\*Teleseminar attendees get this automatically at no cost.