

Sales Techniques for Fund Raising



**COLLEGE OF BUSINESS
AND INNOVATION**

THE UNIVERSITY OF TOLEDO

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Consultative Selling

Do This

- Donor and solution oriented
- Two-way communication
- Listen and learn
- Long term, follow-up service
- Works in team

Avoid This

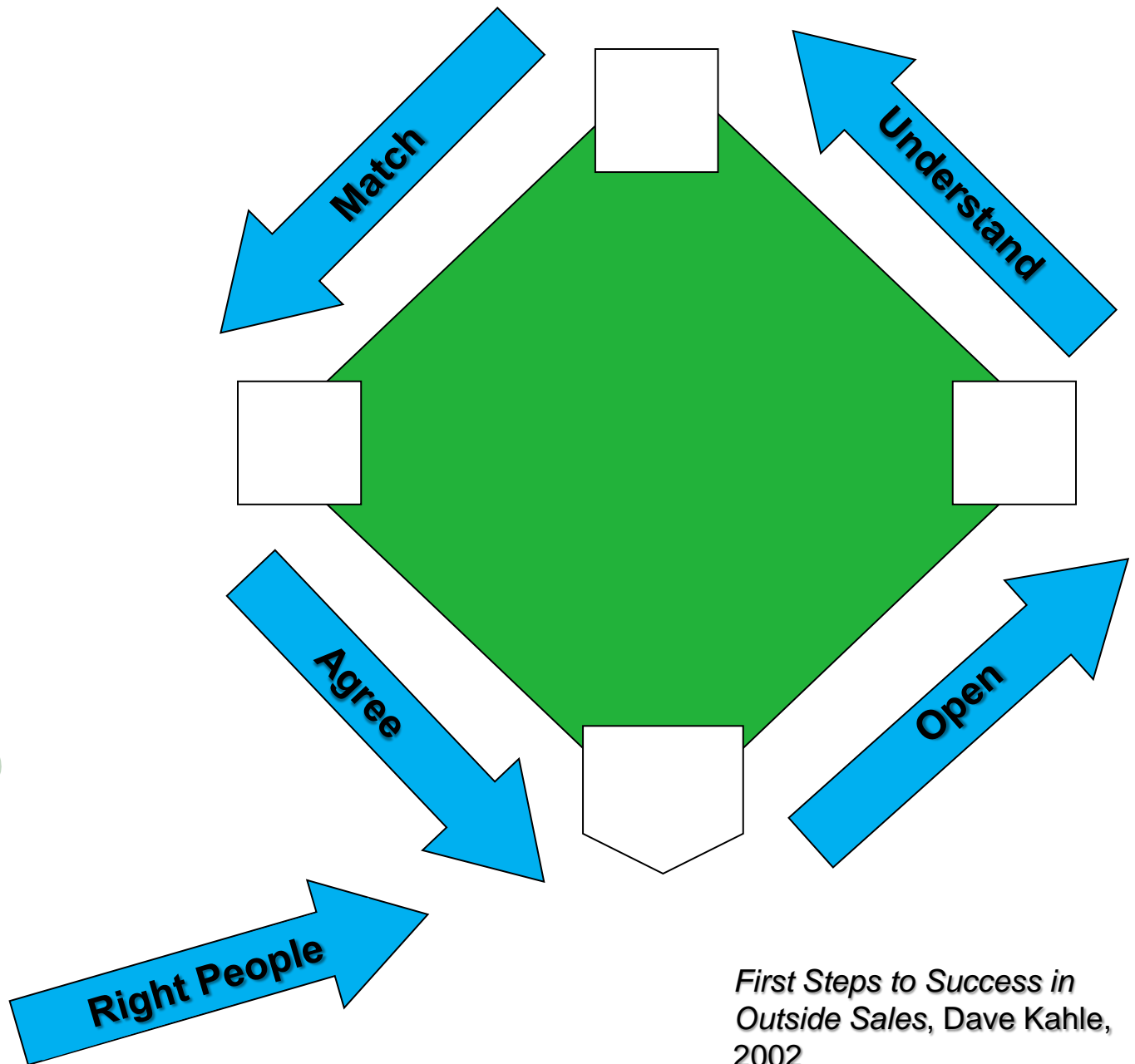
- Product/Service oriented
- One-way communication
- Create donor need
- Little post donation follow-up
- Works alone

Why Consultative Selling

- Win/Win – Joint Venture
- Attractive because it is more profitable and more comfortable
- Profitable
 - Solid, long term repeat/sustainable support
 - Enthusiastic referrals to new prospects
- Comfortable
 - Satisfied donors
 - Better communication
 - Stronger relationships and alignment
- **Trend is a move to collaborative selling and co-creation**



On Deck



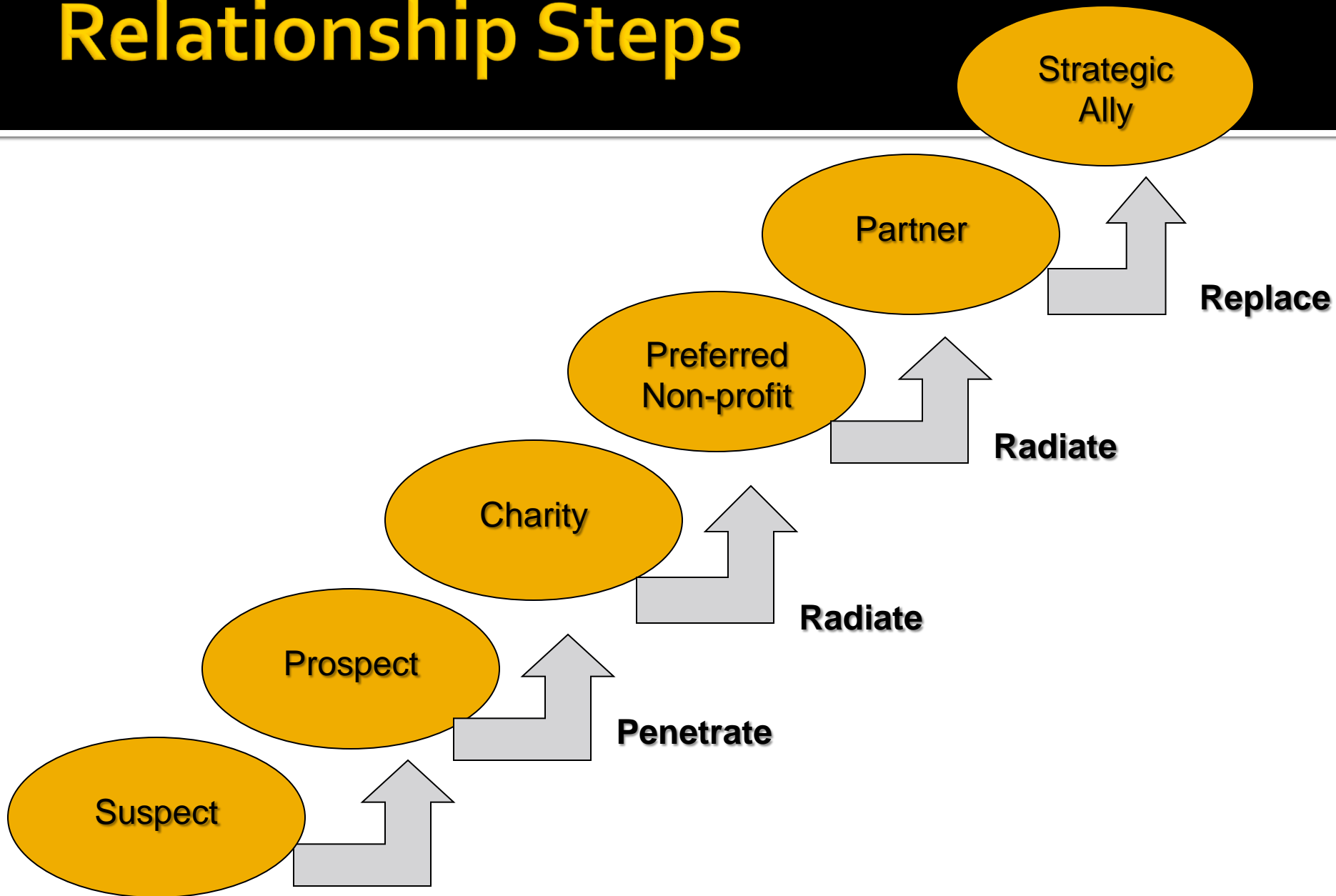
*First Steps to Success in
Outside Sales, Dave Kahle,
2002*

Consultative Selling Process

- Iterative process
 - Each step happens in some manner on each sales call
 - Certain steps get more attention depending on where you are at in the sales cycle (and the donor's decision making process)
- Preparation
 - Identify prospects – organizations and the right individuals
 - Set objectives for the sales cycle and sales calls
- Get Information
 - Valid Business Reason – donor's reason for meeting with you or taking your call
 - Listen and observe
 - Confirm information, get new information, gauge attitudes, and obtain commitment
 - Ask about the situation, problem/opportunity, implication, and needs payoff
- Give Information
 - Develop and present a relevant and compelling value proposition (lead with the benefit)
 - Highlight unique points
 - Prove value proposition
 - Trial close
- Get Commitment
 - Ask for commitment that is mutual, incremental, and specific
 - Handle objections
 - Recognize – Respond – Resume
 - Reinforce decision, thank, set follow-up

Preparation – On Deck

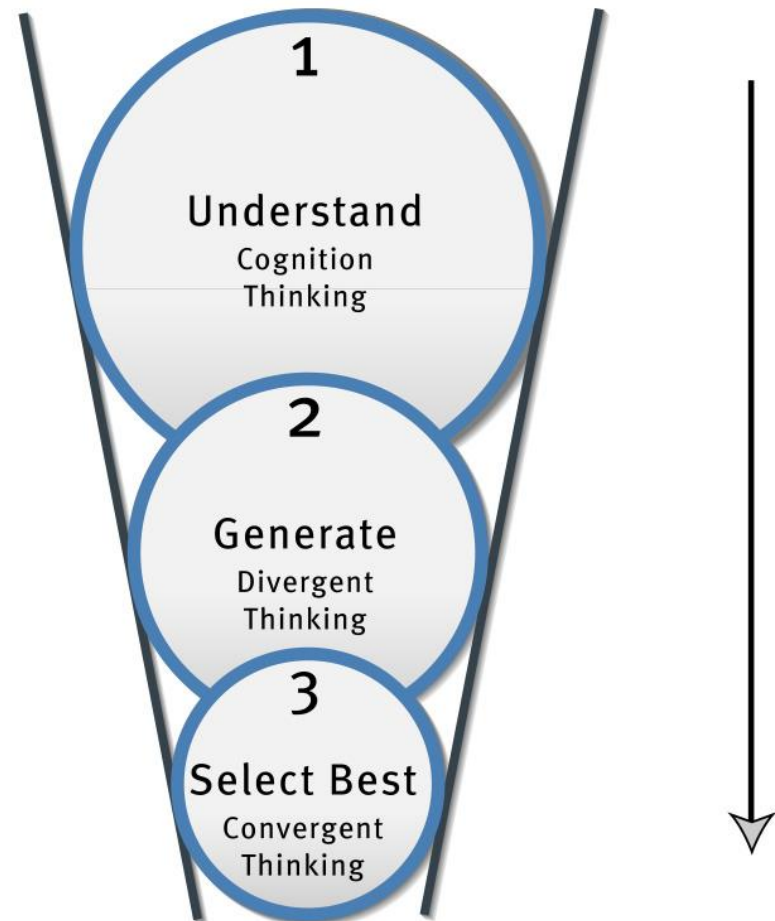
Relationship Steps



Joint Venture Selling

Essential tasks in every call:

- ***Understand*** and confirm each Donating Influence's Concept
- ***Connect*** your product, service, or solution to the Donating Influence's Concept



Be at the Plate – Right People



Donating Influences

- Donating center
 - All individuals and/or groups that participate in donation decision
- Donating roles
 - Economic – create projects
 - Users – implement projects
 - Technical
 - Coach/Sponsor/Ally
 - Advisors
 - Buyers

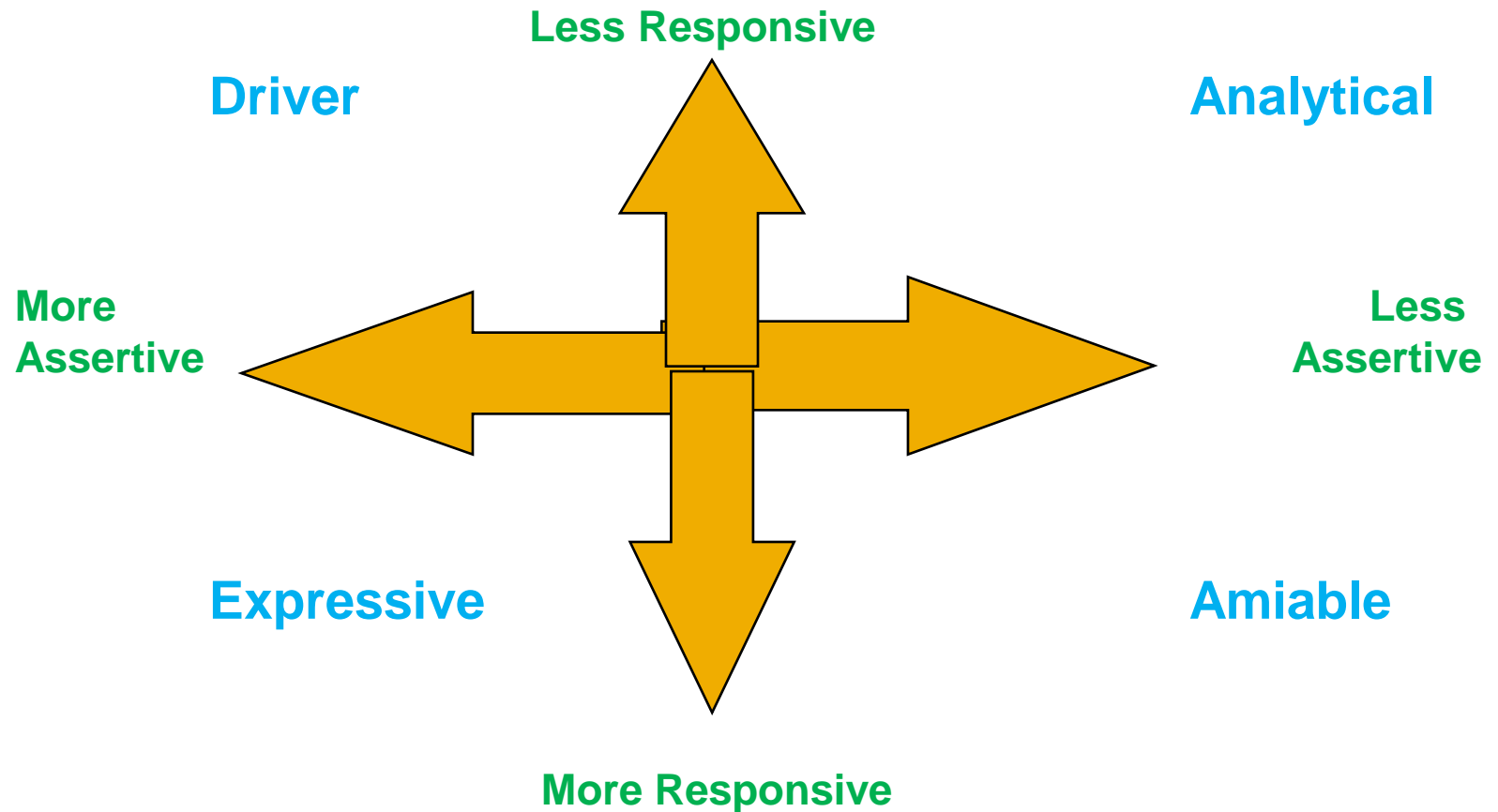


Key Information in Understanding Your Donor

- Donor's needs/concept
 - **Catalyst for change**
 - Selection criteria to evaluate the different options
- Who's involved in donation decision
- Donor's buying process and associated timeframes
- Type of donation situation
 - Urgency and involvement
- Budget



Social Styles



Sales Objectives

- **Single Sales Objective**

- Cycle

- One deal at a time

- \$, specific piece of business related to a product/service

- Fund raiser's reason for being there

- **Sales Call Objective**

- Call

- Commitments from the donor that will move you closer to attaining your SSO

Sales Call Objective

- **Relate** – personal trust
- **Learn** – the person and their company
- **Educate** – on your organization and products/services
- **Agree** – mutual and specific next steps



First Steps to Success in Outside Sales, Dave Kahle, 2002

Commitment to Action

- Action Commitment—is a donor's promise to do something specific and concrete for the buy/sell process.
 - Never end a sales call without getting this
- Two levels of commitment:
 - Best Action Commitment
 - Minimum Action Commitment
- Commitment must be mutual and incremental

Open – 1st Base



Key Benefits of a Valid Business Reason

- Sets forth the real **purpose** of the appointment
 - Impacts donor's concept, priority
- Shows you are **prepared**
- Minimizes **call time**
- Shows the donor you know their **time is valuable**
- Sets **mutual expectations** for the meeting
- When stated in advance, it gives the donor the **time they need to prepare**
- Concise and clear enough to be **left as a message**

Understand – 2nd Base



Donor Concept

- Need
 - Felt state of deprivation
- Want
 - Desire for specific satisfier
- Rational
 - Based on judgment
- Emotional
 - Based on psychological states

Why Listening is a Good Idea

- Establishes rapport
 - Motivates and sustains your donor's interest
 - Focus is on the donor
 - Reinforces your credibility
- Qualifies donor
 - Understand/Confirm the current donor situation
 - The number, length, and reliability of donor reactions increases
 - Open-ended speculative thinking increases
 - Eliminates Question Shock
- Gives the fundraiser more time to think

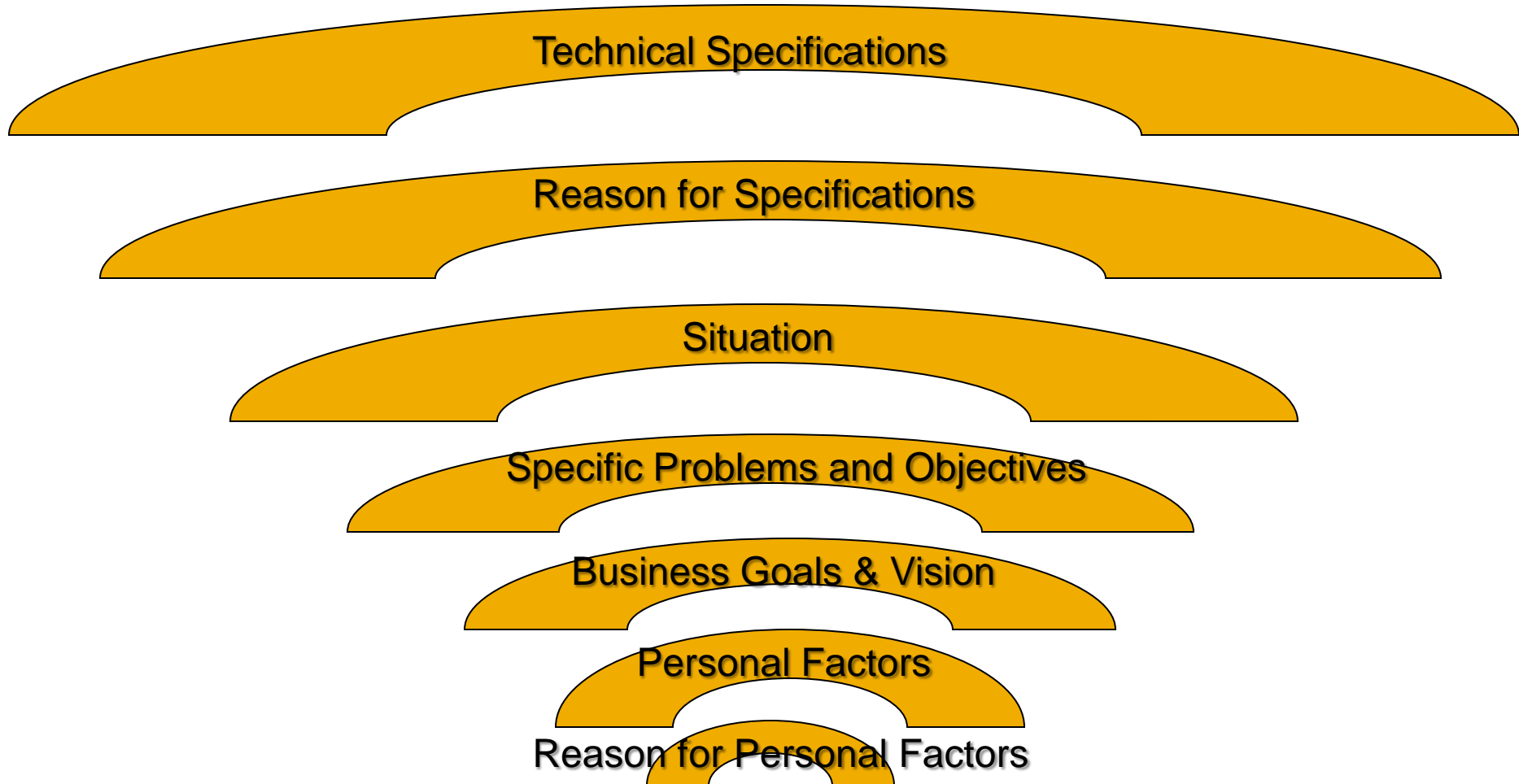
Questions are Your BEST Sales Tool

- Direct, influence, and energize donor thinking
- **When you ask a question, the donor thinks of an answer**

Good Questions Help

- Direct the donor's thinking appropriately
- Collect deeper and more detailed information
 - Peel the onion
 - SPIN
- Enhance a relationship
 - Show interest
- Create new insights
- Convey competence
 - Leverage product/service and industry information
- Uncover concerns
- Gain agreement

Peel the Onion



Example (Problem or Opportunity) Ramp-up, Effectiveness, Retention - Recruitment and/or Training

- **Situation**

- *What brought you to sales?*

- **Problem/Opportunity**

- *Where did you learn to do sales?*

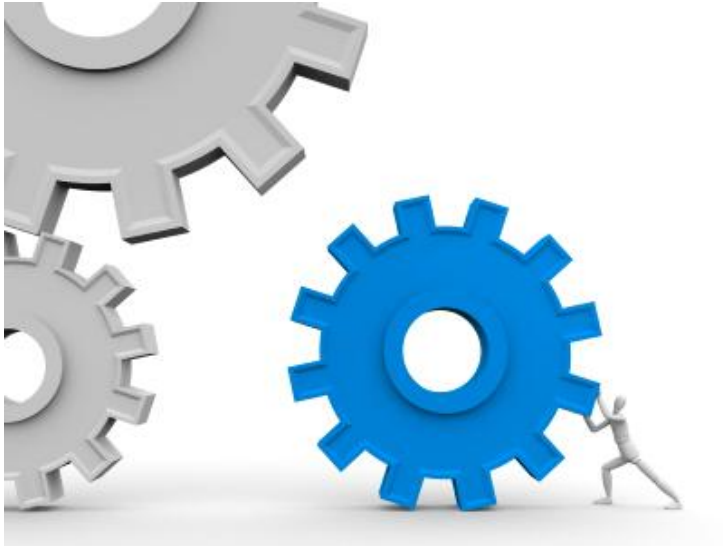
- **Implication**

- *How does learning sales in the school of hard knocks affect ramp up time and retention?*

- **Need Payoff**

- *It sounds like training and coaching set proper expectations to improve ramp up and retention?*

Match – 3rd Base



Presenting the Solution

- Acknowledge the donor's need, showing that you understand and respect his/her point of view
 - Use language that is best suited for the donor's social style
- Describe relevant features and benefits
 - Lead with the benefit
 - Go in order of importance for the donor
- Stress unique strengths
- Prove and/or demonstrate the value proposition
 - ROI, measurable impact, stories
- Involve the donor
- Provide and discuss multiple solutions with donor
 - People like having options to choose from

Agreement – Score a Run



Handling Selling Signals

- Recognize and respond to selling signals
- Overcome objections (3R)
 - Recognize
 - Begin with a phrase acknowledging the concern without reinforcing the basic issue or concern
 - Ask a basic issue question
 - Respond
 - Directly address the basic issue or concern
 - Use information obtained earlier in the call
 - Resume
 - Use an attitude question to determine how the donor feels about your explanation and to elicit further discussion of points.
 - Use a basic issue question to determine if there are any other basic issues or concerns remaining.
 - Briefly recap important points covered prior to basic issue or concern and continue with presentation.

Getting Commitment

- Trial close
- Acceptance signals
- Close for max call objective
 - Ratchet, 3R if needed
- Thank and reinforce decision to move forward
- Follow-up

Repeat

