

1

Preparation

Do your background research and have a meeting plan. Be clear on your big ambitions, what you need from them and what you can offer. Can you provide something they couldn't achieve alone?



2

Perspective

Put yourself in their shoes and address their pain points, strategic priorities, and ambitions. Demonstrate the synergies between you and what you have in common. Show how you can be a solution to their business challenges and social purpose goals.



3

Profile

Outline what you can achieve together and the impact the partnership will create. Tell them why the partnership is urgent now. Paint a picture of future success. Build a strawman for the partnership and the key activities to test and refine together.



4

Proof

Show you're a credible partner. Provide testimonials, examples and case studies from other partnerships. Demonstrate the tangible business results that other partners have achieved, not just the social outcomes.



5

Panache

Pimp your pitch and bring it to life. Engage the audience emotionally through props, visuals, videos and stories. Bring a program beneficiary or existing partner to talk about you. Leave them with an experience that makes them remember you.



5P's of Pitching

STELLAR
— PARTNERSHIPS —

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