

STELLAR

— PARTNERSHIPS —

PARTNERSHIP ACQUISITION SKILLS ONLINE TRAINING PROGRAM

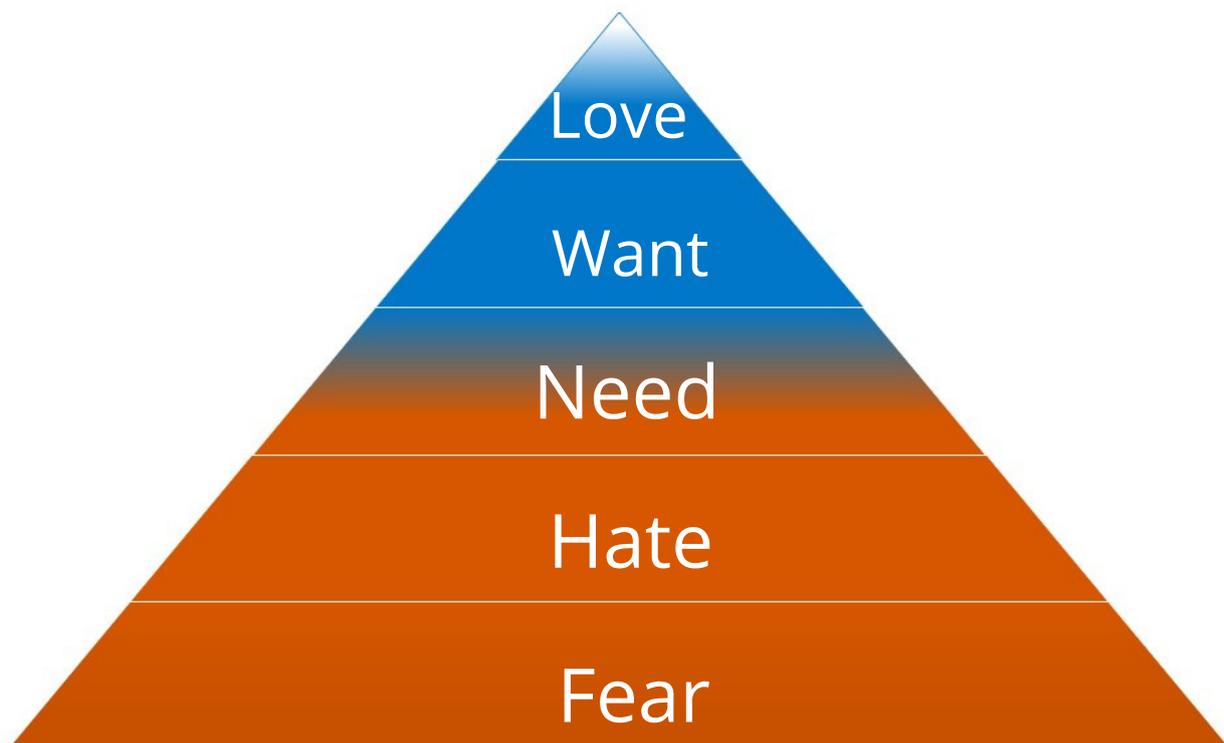
WHAT PARTNERSHIP FUTURE DO YOU WANT?



HOW DO YOU FEEL ABOUT ACQUIRING NEW PARTNERS?

When it comes to acquiring new corporate partnerships, the levels of confidence among partnership managers can be found in these five categories.

- **Fear** : The thought of picking up the phone to make a cold introduction fills them with an overwhelming anxiety. The fear of failure and fear of rejection and paralyses them into inaction.
- **Hate** : Many partnership managers hate doing business development. They know it's part of their role but feel underequipped on how to do to it. A lack of enjoyment and confidence will affect their success and cause procrastination, excuses or avoidance.
- **Need** : There is pressure from their organisation and leadership to be out there developing new opportunities and new partnerships. Often this is where partnership managers begin the process but in a haphazard way with limited success. Pressure combined with frustration is the cause of frequent turnover in partnership roles and an organisation's partnership program doesn't progress.
- **Want** : Corporate partnerships managers want to make the approach but don't have the key skills and are unsure why they are having limited success in winning new partners.
- **Love** : New opportunities, new partners and increased revenue. Partnership managers are loving their job and feeling confident and fulfilled.



CONFIDENCE AND SKILLS ARE THE KEYS TO SUCCESS

Corporate partnerships are a long-term investment and partnership managers need to be equipped with the right tools, knowledge and skills to ensure their success in winning new partnerships. Partnership managers can't afford to simply wait for corporates to approach them, especially in a competitive environment.

If you want to achieve your KPI's, feel more fulfilled in your role and leave behind the anxiety and fear, then this program is for you.

This is the only partnership acquisition skills program in Australia, especially designed for the non-profit sector, by experts with over 30 years' hands-on partnership experience. We know what works and how to make you successful.

Three in-depth modules

Before the meeting

- How to get the meeting
- Elevator pitch
- What to say/ write to get the meeting
- Meeting plan
- Research

During the meeting

- Building rapport
- What questions you should ask
- Open, yes and no questions
- What to put in a pitch
- Gap analysis and problem solving

Getting to an answer

- Reading the room
- How much to ask for
- Key questions to close the deal
- Overcoming objections
- Keeping them warm
- Personal dashboard

Helping Partnership Managers close more deals

THE DETAILS

Partnership Acquisition Skills includes

3 x 90 minute sessions, over 3 consecutive days, delivered live via zoom
Tools, worksheets and a best practise methodical approach that works.

By the end of the program you will be able to:

- Win new partners in the next 12 months
- Be happy to proactively contact new partners
- Successfully close the deal on new partnerships
- Feel confident and assured
- Increase your revenue and total partnership value
- Enjoy your role and find joy in creating new partnerships

Special pricing to fit the size of your organisation

- Up to \$5M revenue - **\$499 plus GST**
- Over \$5M revenue - **\$599 plus GST**

Testimonials

The Stellar Partnerships Acquisition Skills course was the best, most focused sales training I have participated in. 3 X 90 minute, short, sharp, condensed sessions was a great format with a huge amount of knowledge transferred in a short space of time plus templates to take away and work on. I'd wholeheartedly recommend to anyone looking to really hone their skills and acquire more partners.

Chris D, Corporate Partnership Manager, RSPCA VIC

I can't explain just how AMAZING the Partnership Acquisition course was and I absolutely loved every minute of it. You are a stellar team, offering stellar courses to help charities really connect and grow their partnership programs the best way possible. Thank you so much for all that you do and sharing your knowledge.

Sonja M, Hummingbird House

Enquire now for the next round starting in March 2022.

Places strictly limited.

Contact us today to book your place.