

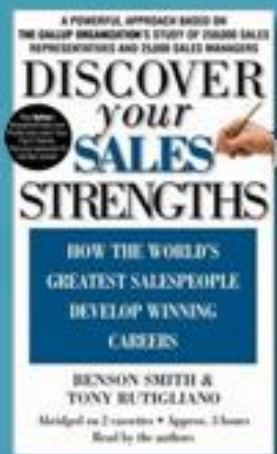


**Teamwork - "We are committed to working together, each part a sum of the whole, all contributors to the final outcome and that outcome is success."**

### Recommended Audio:

*Discover your Sales Strengths – How the World's Greatest Salespeople Develop Winning Careers*

by Benson Smith & Tony Rutigliano



\$17.74 USD on [amazon.com](http://amazon.com)  
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## Connecting Marketing & Sales in Non-Profit

My husband and I are Co-Chairs of the *Expanding Our Horizons Community Campaign* in our hometown of Norwich, Ontario (about 90 minutes west of Toronto, south of Woodstock). The goal of the campaign is to raise \$1 million dollars for renovations to our Arena/Community Centre and a new Library and Daycare Centre. This process began almost two years ago and to date we have raised \$892,000 – now that we are on the home stretch we hope to achieve the grand milestone at our Celebration Dinner & Auction on November 10th. We saw this campaign as our opportunity to give back to our community and be a part of building a future for our kids and others.

I've learned so much during this campaign – most importantly, the generosity that people and businesses show when they believe in a cause. **In addition, many of the fundamentals of marketing & sales are put to test when raising a million dollars in a town of 2000+ people.** With a graphic designer on our committee, we have great looking campaign materials and I've certainly tapped into all my marketing & advertising resources to create direct mail postcards, brochures, campaign kits, full spread newspaper ads and portable signs throughout the neighbouring area.

The marketing efforts have certainly done their job and created awareness. But it was our sales strategy and the dedicated efforts of our recruits that landed the results. The businesses/families we have approached were chosen based on specific criteria and then we assigned our recruits to businesses/families they already had a connection with. Because as we all know, people buy from people they know, like and trust.

**When our recruits picked up the phone, met with the business and/or family, presented the benefits of investing in our community and then made the ASK – (just like asking for the business), is when we saw the most significant contributions to the campaign roll in.** Even with a non-profit campaign, it re-enforces the importance of mastering the connection of marketing & sales with the teamwork of dedicated people.

*the* PHONE *factor*™

Next program launches Oct 30 @ 11am EST



*"Lisa's sales training sessions are full of energy and re-enforce many marketing & sales concepts, especially asking for the business & referrals– without using strong arm tactics. These fundamentals are creating habits that have positive results for our sales team."*

*Lisa Leitch*