

Just Tell Me What You Want:

**Answers to the Unexpected
Things Prospects Say**

Teleconference Seminar
Wednesday, June 9, 2010
12:30 – 1:00 p.m. EDT
Dial-in: 1-877-826-6967
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Presented by:
Marshall H. Ginn, CFRE



What We Will Cover

Practical and useful tips for how to respond when the prospect goes off the script, even though you had it all planned out.

1. Using these moments as tools to learn more about the prospect
2. Addressing ways to quickly formulate an “emergency” ask when you thought it was just going to be a cultivation visit.
3. Responding when the prospect says “Yes” too quickly, develop steps you can take to lay the groundwork for future gifts.
4. Understanding how you can redirect the conversation to get back on your track.

Learning About the Prospect

- Keep them talking
- Check in with yourself
- Think about the situation
- Use this feedback to inform future encounters



The “Emergency” Ask

- Might be your only shot
- Be prepared
- Practice ahead of time so you can say it with confidence
- Practice with your team members



When They Say “Yes” Too Quickly

- Remind them a capital gift is in addition to an annual gift
- They can do it more than once
- Ask them to serve
- Keep them well informed



Redirecting the Conversation



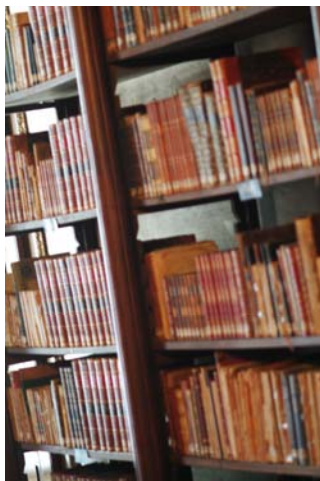
- Watch for clues that you’re not on the same page
- Don’t be confrontational but jump right in
- Say “I’m sorry”
- Probing for concerns is OK
- Say “Thank you”

Your Questions and Emails

- Questions sent in advance
- What's on your mind?
- Send us a question now info@capdevstrat.com



Resources



- Association of Fundraising Professionals
www.afpnet.org
- *Asking: A 59-minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift* (paperback) by Jerold Panas [available for \$18 on Amazon]

Follow-up



- You'll get a survey soon; please tell us what you think.
- You will also receive a list of participants and other follow-up resources.

Thank You



- This type of interaction and sharing is typical of our client engagements.
- We can also do a tailored version of this presentation for your organization.

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