

## SPONSORSHIP SELLING: CREATE VALUE, CLOSE DEALS

<b>Start Date:</b>	06/10/2025	<b>End Date:</b>	10/10/2025
<b>Categories:</b>	Sales & Customer Service	<b>Venues:</b>	Dubai
<b>Formats:</b>	In Person	<b>Instructors:</b>	Rana Sadek

### OVERVIEW

This course teaches participants how to pitch, negotiate, and close high-value sponsorships by focusing on mutual benefit and ROI. Participants will develop consultative selling skills and learn to present sponsorship as a strategic investment opportunity.

### OBJECTIVES

By the end of this course, participants will be able to: – Identify and qualify sponsorship prospects that align with their brand and goals. – Develop compelling sponsorship proposals that highlight mutual value. – Navigate sponsorship objections and position offerings as strategic assets. – Use ROI metrics and audience data to support sales conversations. – Close sponsorship deals with confidence and long-term potential.

### COURSE OUTLINE

1- Understanding the Sponsorship Sales Landscape 2- Building the Right Prospect List and Approach Strategy 3- Crafting the Pitch: Assets, Audience, and Activation 4- Objection Handling and Negotiation Skills 5- Closing and Growing Sponsorship Deals

### TARGET AUDIENCE

Sales teams, sponsorship managers, partnership leads, event organizers, and marketing professionals involved in funding strategies.

### METHODOLOGY

Live pitch practice, sales playbook design, value mapping workshops, negotiation simulations, and deal review sessions.

### CONCLUSION

Participants will leave with a customized sponsorship sales approach and the tools to create, pitch, and close impactful sponsorships.

## DAILY AGENDA

### Day 1: The Sponsorship Sales Mindset

Shift from asking for support to offering value through sponsorships.

### Day 2: Prospecting & Proposal Building

Identify the right sponsors and craft compelling, data-backed proposals.

### Day 3: Making the Case

Present your offer with confidence and tailor your message to different sponsor goals.

### Day 4: Negotiating to Win

Overcome objections, secure commitments, and set the stage for a lasting relationship.

### Day 5: From Pitch to Partnership

Close the deal and plan for long-term sponsor engagement and renewal.

*For more information, please contact us:*

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