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# SPONSORSHIP SELLING: CREATE VALUE, CLOSE DEALS

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| **Start Date:** | 04/10/2026 | **End Date:** | 08/10/2026 |
| **Categories:** | Sales & Customer Service | **Venues:** | Dubai |
| **Formats:** | In Person | **Instructors:** | |

## 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

All Supervisory Levels, 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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