



S. SEIF SHAPE CONEWS

"Closing the Deal in the Coronavirus Climate" Laura Fredricks, JD Global Fundraising Consultant, Speaker, Author CEO and Founder, THE ASK©

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What We Want to Accomplish Today

Think about ASKing in a whole new and Inviting way.

Show you how every ASK has:

Organization – Structure - Focus

- Share with you my 5-Step Process for Any ASK to close your deals faster even now!
- Respond to all your concerns that you listed in our survey prior to this session.
- Keep this interactive so ask questions!



What Can THE ASK do for YOU?

- Empower you
- Enhance your career
- Attract like-minded people to you
- Create personal momentum and energy
- Boost your self- worth
- Invite powerful and positive outcomes



What Can THE ASK do for YOU?

- Stop the second guessing and leaving things to chance
- *Turn* the unexpected into leveraged opportunities
- Make tough to discuss issues –
 doable
- Enhance your status amongst your peers.



THE ASK

➢It's your Personal Development Strategy.

- It will help you Professionally and Personally:
 - Organization you have to Organize to Optimize.
 - Structure Structure Secures your Stability.
 - Focus WHERE FOCUS GOES SUCCESS GROWS!



When you Have a Little Time **THREE QUESTIONS EVERYONE WILL** ASK Why Me/My Company? Why Now? What will it do?



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Laura's 5-Step Process for ANY ASK©

1. Know EXACTLY what you Want

With numbers and dates \$

2. Prepare the Conversation

Write down 15 responses you think you will hear, THEN how you will respond to each one

3. Deliver with Confidence It's TIME to SHINE

- □4. Reiterate what you *think* you heard No Assumptions
- In the ASK! Solution of the ASK!
 RIGHT then and THERE!

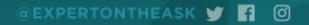


THE ASK Magic Formula

Every ASK should be ~ 2 sentences and a Question

Keep it simple!!!





People Leave Clues We Miss Them

- >What do you need from me?
- ➢How can I help?
- >Why is this important to you?

Do NOT skip over these they are your Green Light to ASK !!



Partnering with Nonprofits

We have all witnessed the power of nonprofits globally, but did you know:

- From January 1, 2020 May 5, 2020 people gave \$2.1B to charities from their donor advised funds to 8,000 charities
- 2. May 5, 2020 Giving Day, 145 countries participated and raised **\$65M** in one day

Nonprofits are your natural business partner and just may help you CLOSE your deal faster. Consider adding a charitable component.



Address Your Concerns from the Survey

The ASK as Intrusive or Insensitive

- 1. Your TONE is as important as your words.
- 2. Sometimes shear *energy and enthusiasm* opens up the space to have a really good exchange of ideas.
- 3. Make SURE you ASK good questions:
 - 1. Where is this deal on your priority list?
 - 2. What can I/my company do to help you?
 - 3. How can I help you make this decision?



Address Your Concerns from the Survey

Addressing the Responses you Don't want to Hear!

Uncertainty – Unpredictability – Lack of Control

- What is most important is to get in sync with their thought processes and their planning by asking good questions;
 - Can you share with me what you/company are planning on a contingency basis for Q 3 Q4?
 - Share with them what your plans are it's a 2-way street!
 - Do you have enough expertise to make these large decisions maybe I/refer you to someone who can help?



Address Your Concerns from the Survey

Addressing the Responses you Don't want to Hear!

Uncertainty – Unpredictability – Lack of Control

- 2. When you get NO Response:
 - Mix up the way you communicate and your communications.
 - ➤Have different people if possible, call and email.
 - Email/call/ letter mix it up.
 - ➢ Mix up the days/ time of day when you reach out.
 - > Take a break BUT TELL you are doing so.
 - ➢Great words to use: REVIST and Circle Back!



ASKING Mantra

"The Quality of Your Life is Determined by the Quality Questions You ASK Yourself and Others"

#AwaysBeAsking



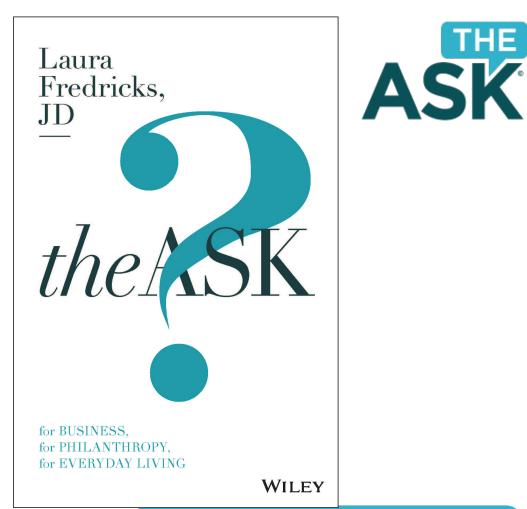
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Let My Company Help YOURS!!

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