

Example of Warm Call

Chamber Champion sits down with Prospect I his friend Donald.

Donald is the Chamber Champion's insurance agent and they have known each other for several years.

Chamber Champion: Donald thanks for your years of excellent service providing insurance for me and my family. It sounds like your insurance business is really growing!

Donald: It is my pleasure, always great to help out a friend. We are doing well and hopefully we will keep on going!

Chamber Champion: Well I would love the opportunity to help you and your business, I am what is called a Chamber Champion. I work with the South Baldwin Chamber to offer business sponsorship and advertising opportunities thought he Chamber events and programs.

Donald: Really! The Chamber has sponsorships?

Chamber Champion: Of course, everything the Chamber does like big events such as the Balloon Festival or BBQ and Blues has sponsorship opportunities. They also offer advertising on their website, newsletter and weekly emails for your business to get in front of ideal customer.



Donald: I think I would want to get out in front of people who work and live near this area. If they are stable, dependable people that would be even better!

Chamber Champion: I would suggest we take a look at an ad in the newsletter or website.

Donald: That sounds good, is there a chance to get in front of people also? I find it important to meet people.

Chamber Champion: I agree, the Chamber has many chances for you to get in front of exactly the person you are thinking of. I would recommend we look at a sponsorship with Leadership Series. They have 8 of those events each year and everyone is attended by over 100 business leaders in the area. They have great information and you get the chance to sit with someone and have lunch.

Donald: That sounds good. Would I just get tickets or would my logo be in other areas as well?

Chamber Champion: The Gold sponsorship would get your logo on the PowerPoint presentation that plays before the event and on the event registration page online.

Donald: That sounds like something I would be interested in, but I bet it's expensive.



Chamber Champion: The Gold sponsorship is only \$750, and remember that is for 8 events! Plus you get 4 tickets to each event, tickets are \$18 so the tickets alone are worth over \$550.

Donald: Is it hard to get signed up for this?

Chamber Champion: No way, that's one thing I can help you with, let's pull up the website and we can get you locked in right now.

Donald: I don't know, I might wait until January, plus I don't have \$750 on me !

Chamber Champion: Donald these opportunities are only available for 8 weeks so time is running out. You don't have to pay right now, the Chamber will invoice you and you have 30 days.

Donald: That sounds good, in that case let's get this going, I don't want to miss this opportunity!

