



# How to build commercially sustainable awards

Wednesday 20 September  
Roundtable | 9-11am

**evessio**

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The logo graphic for Flume consists of three horizontal, slanted bars in a gradient of red and orange, positioned to the right of the text.



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Partners with



# The case for awards sponsorship



## Agenda

1. The challenges with selling and buying awards sponsorship
2. The business case for awards sponsorship
3. Building this into your sales approach



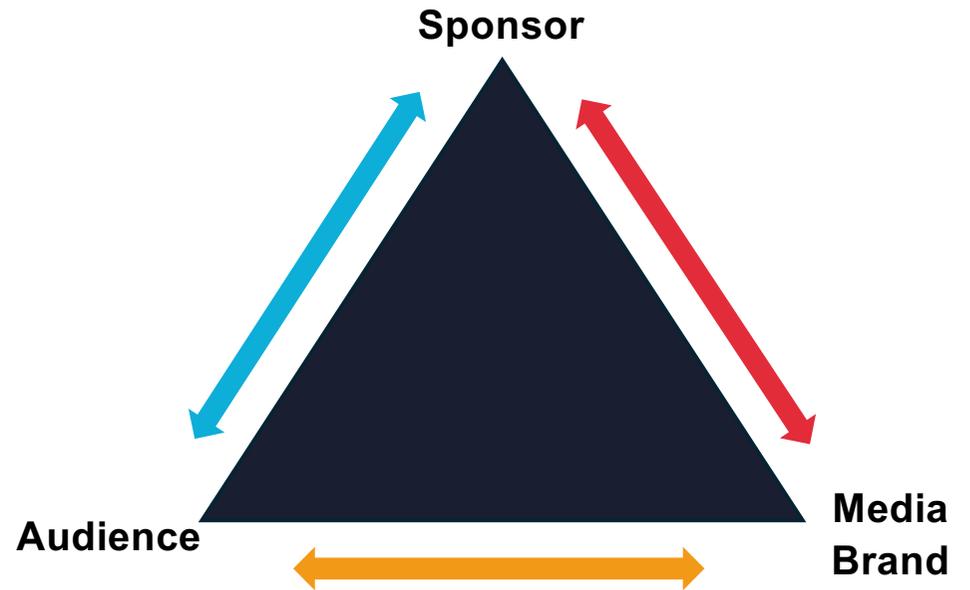
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# **1. The challenges with selling and buying awards sponsorship**



**Sponsorship:**  
Accelerating trust  
and reputation  
through association  
  
‘Stealing the feeling’

Salesforce



# The most common sponsorship sales challenges

Only **28%** of sales professionals expect to meet or exceed quota this year

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- Lower conversion rates for awards sponsorship
- Sponsors booking late and negotiating on price
- Team just focuses on selling the easier stuff
- Tried and tested sponsorship packages not working
- Long standing customers focusing only on lead-gen activities



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**The reason it's tough to sell  
awards sponsorship is because it's  
tough to buy awards sponsorship**



# The marketing buyer's focus

1. Digital transformation
2. Data-driven
3. Focused on influencing audience buying behaviour
4. Need to demonstrate ROI
5. Still focused on short term sales activation

# Awards sponsorship buying questions

53%

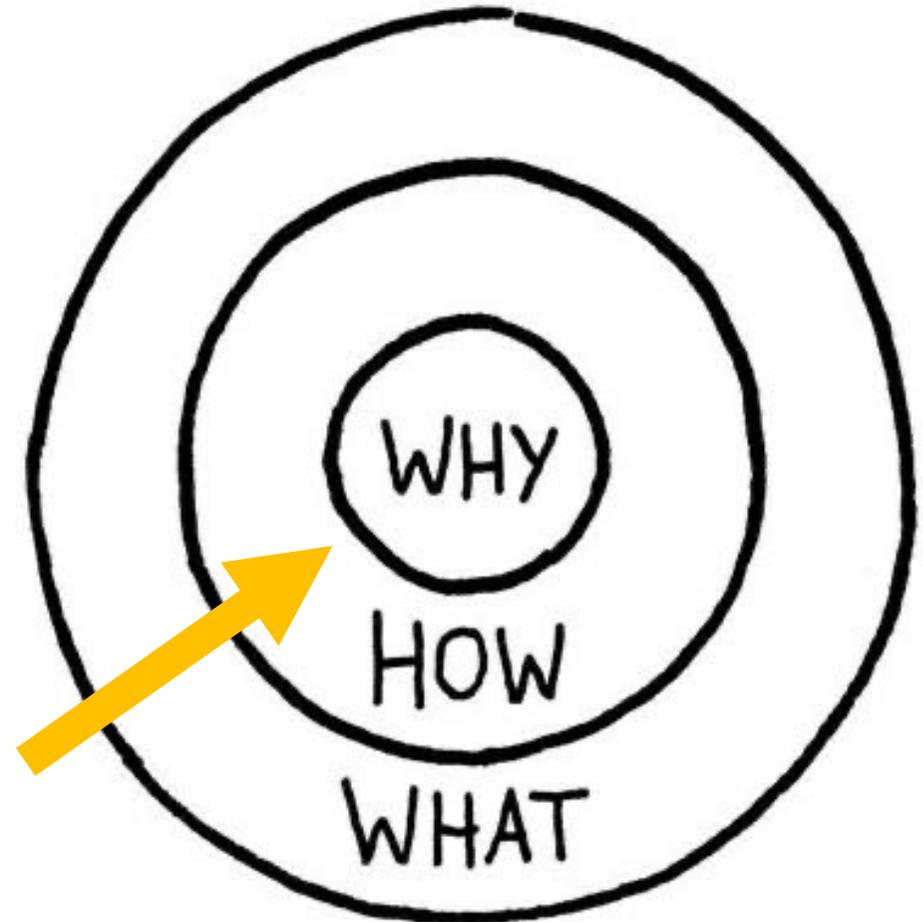
of why they buy is down to the sales experience

\*Gartner,

- 1. Personal risk aversion:** How is this awards sponsorship going to make me look?
- 2. Confusion about what works:** What impact is awards sponsorship going to have on my target audience?
- 3. Inability to sell on:** How do I get other stakeholders to buy-in to awards sponsorship internally?

**Most average  
performing  
salespeople  
sell awards  
sponsorship  
from the  
outside in**

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**The highest performing salespeople have  
the same purpose:**

**‘To improve the lives and business of the  
customers they work with’**





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**If your sales team don't know or believe why awards sponsorship is a must have, then how can you expect the buyer to prioritise it?**





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## **2. The business case for awards sponsorship**



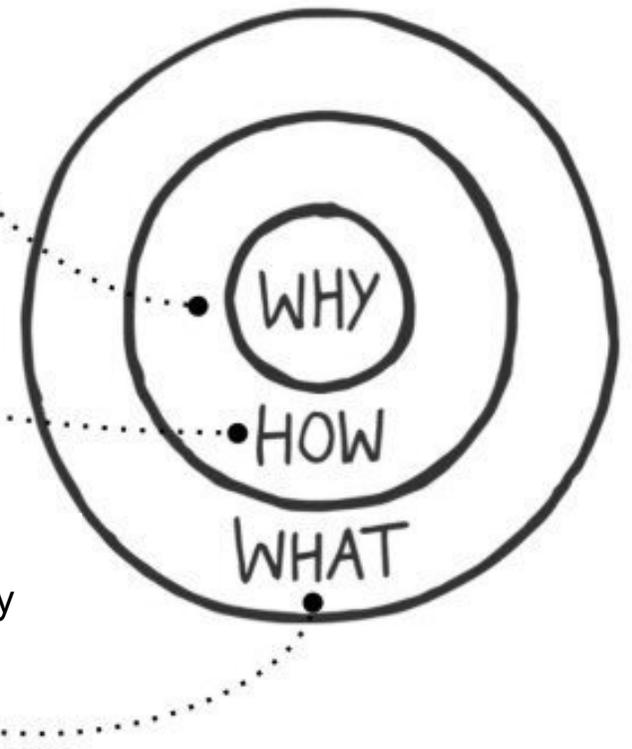
# High performing salespeople selling awards sponsorship start with why

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1. The **Why** of awards sponsorship

2. **How** to make awards sponsorship work

3. **What** package they should buy





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**The biggest mistake marketing buyers make, is looking at everything from their own perspective and *not* the audiences**



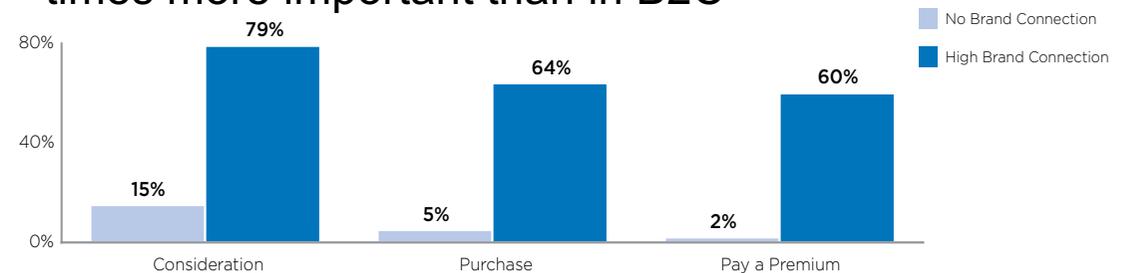
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**The only reason why a marketing buyer should do anything is if it makes it easier for the right audience to choose them**



# Changes in audience buying behaviour

- Millennials and Gen Z constitute 64% of business buyers - They deeply care about values and CSR
- 11+ decision makers – more C-Suite than ever
- Each stakeholder perceives a higher risk than reward from making new purchasing decisions
- Audience trust is the single biggest influencer on profit
- B2B buyers choose emotionally first and rationally second
- Connecting emotionally to the brand in B2B is two times more important than in B2C

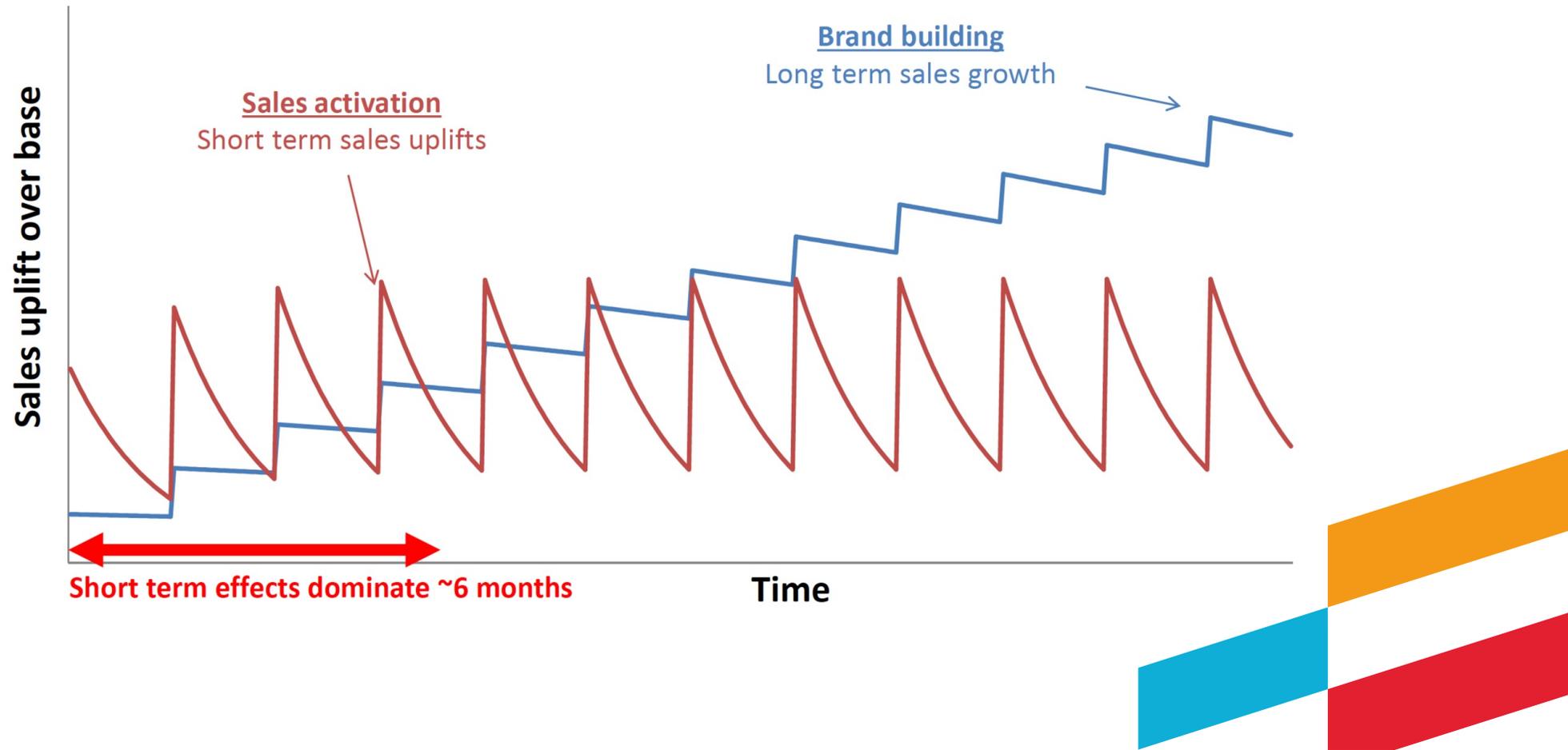


# What is happening in B2B marketing?

- Most marketing buyers focus on short-term activation – lead gen – once you stop spending it stops working
- However, only 5% of their audience is looking to buy at any one time
- 95% are being missed through short-term activation
- Sales activation alone creates big long-term risk

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# Sales activation without sponsorship and brand building limits growth



# What is happening in B2B marketing?

- Most marketing buyers focus on short-term activation – lead gen – once you stop spending it stops working
- However, only 5% of their audience is looking to buy at any one time
- 95% are being missed through short-term activation
- Sales activation alone creates big long-term risk
- The audience (all 100% of them) need to connect to a brand emotionally to be able to drive decisions through their business
- Sponsorship is the strongest way to build connection, create memorable experiences, align with values and drive trust

# The impact of awards sponsorship

## **1. Credibility and Trust:**

Signals to potential and current clients that the company is trustworthy and capable. Drives third party validation.

## **2. Networking and Relationship Building:**

Unique opportunity to network with industry peers, potential clients, and key stakeholders in a focused open setting.

## **3. Industry Recognition and Differentiation:**

It showcases commitment to excellence and stand-out from competitors. Gives an immediate and potent impact on industry perceptions.

## **4. Content Generation:**

Generates content opportunities, such as press releases, social media posts, and website updates, which can be leveraged to promote the buyer's brand. Provides a natural and newsworthy angle for content creation.

## **5. Tangible Brand Presence:**

The buyer's brand becomes a tangible presence at the event. Experiences are far more impactful and memorable.



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# **3. Building this into your sales approach**





# The behaviours of the highest performing media and events salespeople

- **Personalise**

Puts themselves in to the buyer's shoes and tailor approaches

- **Educate**

Learns and teaches about audience behaviour and marketing best practice

- **De-risk**

Proactively anticipates buying barriers and increases confidence in the purchase



**Personalise:**  
**Find out the answers to these questions**

- Who is the ICP?
- Who wants to influence this specific audience?
- What are their likely triggers/objectives?
- What are the values/CSR do they care about?
- Where do they best fit?
- What are their long- and short-term marketing objectives?
- How will sponsorship help them achieve this objective?



**Educate:**  
**Find out the answers to these questions**

- What do I want them to realise about the audience and marketing best practice?
- What is their belief about audience behaviour and marketing best practice currently?
- What would they need to learn about audience behaviour and marketing best practice to lead them to prioritise awards sponsorship?
- What questions can we ask and what insights and stories can we share to help them prioritise awards sponsorship?



**De-risk:**  
**Find out the answers to these questions**

- What are the common buyer objectives? (Breaking into a new market, meeting new buyers, improving buyer relationships)
- What ideas would make it easy for the audience and buyer to reach each objective?
- What combinations of ideas will have the biggest impact on achieving these objectives?
- How can we use Great/Better/Best to link impact on objective back to level of investment?
- What KPIs can we measure (and guarantee where possible) that will show return on objective?

# Summary

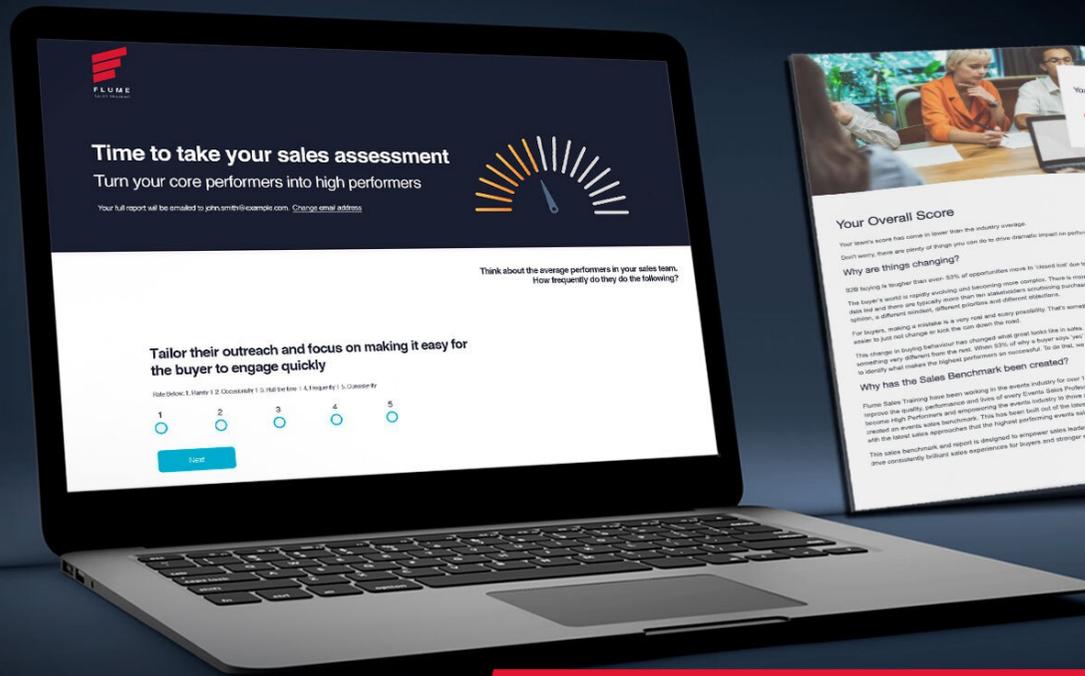
- Awards sponsorship is tough to sell because it's tough to buy
- Reps and buyers need to know why awards sponsorship is a must-have
- Most marketers look at everything from their own perspective and not the audience perspective
- The audience need an emotional connection to be able to buy, advocate, put companies into consideration stage and pay a premium
- Sponsorship is the strongest way to brand-build and connect emotionally
- Two-speed marketing drives much stronger short and long-term marketing impact

# Supercharge Your Sales Team

Turn your core performers into high performers



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Complete your sales team scorecard today