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| Logo  Description automatically generated |  | sponsorship  Sponsorship Activity #9 |

# Text Description automatically generated with low confidencesponsorship SALES ROLE PLAYS

While it takes time, practice, and training to become a polished sales professional, this activity will help your sponsorship team begin to build the sales skills necessary to secure corporate partners for your event. Like any endeavor, practice makes perfect so be sure to work through the role plays provided below.  
  
The role plays can be practiced either as a group or in one-on-one scenarios. In either case, be sure the salesperson follows the sales process outlined in the previous activity to the best of his or her ability, and the “business” adequately shares information about the business and offers at least one objection in each role play practice round. After one group of students plays the role of salesperson, be sure to switch roles and work through the scenario again. In the second instance, be sure to suggest a different sales objection.  
  
As you review the scenarios provided below, feel free to adapt each to a situation that is realistic in your community. For example, if you don’t have a local sandwich shop but your community has a pizza restaurant, make the adjustment accordingly.

**Scenario #1: The Local Sandwich Shop (Business Overview)**

1. The business already advertises in the school football program
2. The business has seen a decline in patrons in the last year, especially in the winter months
3. The business would like to sell its sandwiches at high school sporting events
4. The business has indicated it has a budget of around $1,000

Potential Objections:

* “Our budget is too low for that…”
* “In the past, our ads in the football program haven’t resulted in more business…”
* “High school students don’t come to our place of business…”
* “I need to discuss this with my boss…”
* “I can get the same results for less money by doing something else…”

**Scenario #2: The Local Furniture Store (Business Overview)**

1. The business is a current sponsor of a college football program
2. The business has several employees with parents of student-athletes who play football, softball, soccer, and baseball
3. The business has indicated that it often entertains vendors at college sporting events
4. The business has indicated it spends about $50,000 per year on its college football sponsorship

Potential Objections:

* “I'm not interested”
* “I don’t like high school sports…”
* “That isn’t in the budget…”
* “I only like football…”
* “High school students don’t come to our place of business…”

**Scenario #3: The Local Car Dealership (Business Overview)**

1. The business already has signage on the outfield fence of the school baseball and softball fields
2. The business would like to sponsor home basketball games this season but would like ideas on promotions that would engage the fans
3. The business would like to get as much visibility as possible during basketball games
4. The business has indicated it has a budget of around $3,000

Potential Objections:

* “We want go get the best bang for our buck…”
* “High school students don’t buy new cars…”
* “I need to talk to the owner of the company before we decide…”
* “Another high school in the area approached us with a similar opportunity but was asking for less money…”

**Scenario #4: The Local Sporting Goods Store (Business Overview)**

1. The business has indicated a desire to support all high school sports
2. The business has also indicated a desire to sponsor a charity event but is looking for suggestions on what that event might be
3. The business has indicated that it is looking for ways to encourage more local student-athletes and their parents to visit the store
4. The business has indicated it has a budget of around $750

Potential Objections:

* “It sounds like too much work…”
* “We don’t have enough employees…”
* “We don’t have the budget…”
* “This wouldn’t reach enough people to make it a wise investment for our business…”
* “I don’t see how this would help us to get more people in the store…”