

Ewald Consulting



Sales Services

Who We Are



The Ewald Consulting Sales Department specializes in:

Creating, developing, and monetizing long-lasting business relationships for your association.

Employing best practices to generate nearly \$2 million in sales each year.

Utilizing data and metrics through our CRM system, allowing for informed decisions on prospect development, lead acquisition, and conversion.





Strategic Internal Review

- Review each of your selling opportunities to assess the value proposition.
- Analyze past campaign performance and the overall sales strategy.

Research & Identify Opportunities

- Compare your sales framework with those of similar organizations
- Collect input from supporting vendors on possible program enhancements
- Review industry trends.
- Work with appropriate association leaders to solidify the sales strategy.

Prospect & Qualify

- Continuously expand your sponsor and advertising pipeline utilizing various prospecting tools.
- Deepen relationships with past supporters
- Efficiently qualify sales leads through our CRM system.

Connect

- Stay front of mind with prospective vendors on a consistent basis.
- Execute with precision on all sales commitments and benefit fulfillment.
- Foster relationships to ensure long-standing business by providing regular updates on the status of their benefits and upcoming opportunities.

Track, Fulfill, & Report

- Provide you with regular reports summarizing outreach efforts, revenue generated, and sales campaign analytics.
- Provide post-event/campaign reports to the sponsors/exhibitors; which helps build business relationships between the organization and its supporters.

Review Data Analytics & Provide Assessment

- Review outreach analytics and determine enhancements for next time.

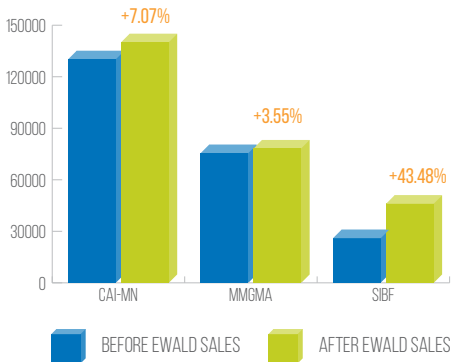


Sales Services

Annual Partnership	Advertising	Conference
Annual Sponsorship sales	Advertising campaign design	Conference/convention exhibitor/ sponsorship sales
Periodic sponsor benefits report outreach	Publication advertising sales	Onsite benefits fulfillment
Non-dues revenue strategy	Website advertising sales	Post-conference sponsor/exhibitor report
Sponsor/advertiser relationship management		
Sponsorship campaign design		

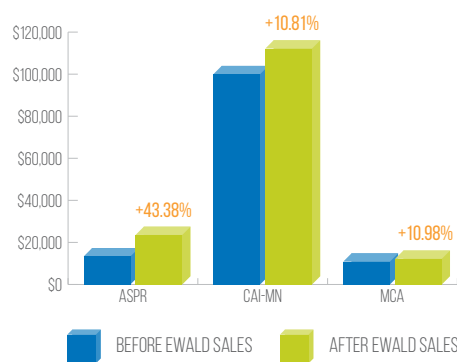
Ewald Consulting's sales department has increased client's advertising revenue by an average of 34% after the first year. Advertising keeps members informed while helping you diversify your revenue streams.

Annual Sponsorship Revenue



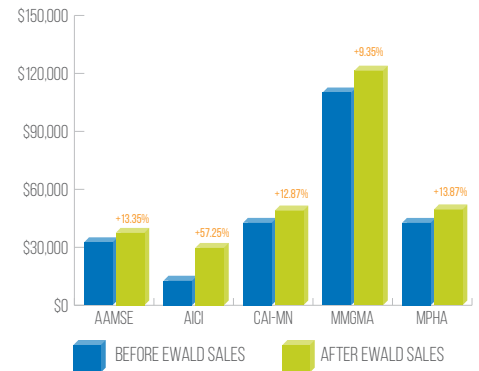
Annual Sponsorship provides an additional source of revenue for greater sustainability, while also offering your key supporters exposure all year long. On average, Ewald Consulting's sales department has increased clients' annual sponsorship revenue by 31%.

Advertising Revenue



Ewald Consulting's sales department has increased client's advertising revenue by an average of 34% after the first year. Advertising keeps members informed while helping you diversify your revenue streams.

Conference Sponsor/Exhibitor Revenue



Ewald Consulting client conference sponsor/exhibitor revenue has increased by an average of 26% after the first year of working with our sales team.

