

## THE FOR IMPACT JUST ASK STRATEGY...

Get a **VISIT**...

NOT AN APPOINTMENT (Think 'doctor/dentist'!)

With a **QUALIFIED PROSPECT/POTENTIAL INVESTOR**...

NOT A DONOR (THINK 'blood/organ'!)

To **SHARE THE STORY**...

NOT MORE INFORMATION (THINK 'glazed eyes'!)

To **PRESENT THE OPPORTUNITY**...

NOT ASK FOR MONEY (THINK 'beggar'!)

**SHOULDER-TO-SHOULDER**...

NOT FACE-TO-FACE, EYEBALL-TO-EYEBALL  
(Think 'competition/confrontation'!)

To **FUND THE VISION!!!**

NOT HELP TO 'SURVIVE' (THINK UGH!)

## CALL RELUCTANCE:

1) Don't BELIEVE in Cause/Case

2) Cannot ARTICULATE the Message

3) NO 'Good' Prospects/ Relationships