

10 LESSONS LEARNED

from a morning with **Alan Hall**

1. ASK FOR THE MAXIMUM DOLLAR AMOUNT [QUID PRO QUO]

Alan told a story of when he was President of Ballet West and needed to get funding for a ballet about the war. He asked the Prince of Saudi Arabia for 500k. The Prince, at the end, said he would have given him a million. “Know who you’re talking to and what they are capable of. Ask for the maximum” [Quid Pro Quo: give a little, take a little]

2. SELL VERSION 1.0

“When you have something to sell, sell it early. Don’t wait for things to be perfect.”

3. NEVER GIVE UP

In 1988 Alan and Jeanne took out a second mortgage, with six little kids and a dog to take care of, in order to get his business MarketStar off the ground. With the little money he had, he traveled to Vancouver and sat in a partners office, refusing to leave until he got the money he needed. That Christmas Eve, he was in his office, making phone calls and getting money. “There are barriers in everything. If you want something, climb them all.” Work hard.

4. KNOW YOUR CUSTOMER’S NEEDS

Talk to customer [donor] early and know their needs; what are their wants? What can you make that will tailor to them? Know your market and the demand in it.

5. SELL THE HOPES AND THE DREAMS

“You can’t sell a promise. It’s not been complete, it is just a hope and a dream not yet perfected.” Sell people purpose, allow them to buy into your hopes and dreams [donors hope to give back]

6. SELLING IS THE SAME FOR SMALL AND BIG ORDERS

Alan is currently working on raising 1.3 billion for Tempus Global Data. “I’m using the same professional sales principles and steps to raise 1.3 billion as I have for everything else. Does not matter the magnitude of the sell [donation], the concept is the same.”

7. RAISING MONEY FOR A NON-PROFIT IS THE SAME AS SELLING PRODUCT

Alan and Jeanne have been incredibly involved in their community. Alan approached raising money for these nonprofits the same he has in selling products for a variety of businesses. “Give me money! You have to recognize and know the need, and how to make it happen.” [Story of Roy High Cone]

8. GETTING TO THE “YES” TAKES 7 TRIES

Being persistent is key. People kept saying ‘no’ and he kept coming at it from different angles. “You have to go through a lot of NOs before you will get your YES.” Close the deal. [Story of sales students selling water bottles and raising money in Junto Class for Entrepreneurs - Vladimir]

9. WE NEVER STOP SELLING OURSELVES

We never stop selling our university, and our success. The number one sales person is the CEO (or should be). “Selling is a daily task in EVERY area of life. We never stop selling.” We can be representative of the university and ‘sell’ it in ALL aspects.

10. NO BUSINESS CAN SURVIVE WITHOUT REVENUE

We cannot continue the growth of our university without bringing in engagement with our donors and alumni. We will not survive by idling by and watching from the sidelines. Sell, sell, sell. “Be Bold.”

“We can use our talents to bless lives. We can make money for people who can use it for good.

Pay it forward.”

Never stop selling, never stop succeeding.