

Winning Sponsorship from Finance Directors

Before the Meeting ...

Scary Ogre or Unsung Hero?



- **S**eek out opportunities to get to know him/her and their team
- **H**ope (or make sure!) that their travel/conferences/video links work well – do your groundwork / prepare
- **R**ecognise the busy periods for the finance department – *avoid*
- **E**nsure your facts/reports stack up with each other (ie. ABC, Accurate, Believable, Consistent)
- **K**now and use basic accounting terms and language, *or if unsure - ask*

Examples of Knowing your Stuff

- **Accruals/Prepayments**

Match and record the cost of something in the actual accounting period when the benefit is received, irrespective of when the invoice payment is made.

- **Budgets/Forecasts**

Approved figures for an actual accounting period, but superseded during that period by the latest best estimates

Savings

How are they measured



During the Meeting ...

Unlikely Marriage?



Feed them with information and trends – not just raw data. Listen to their needs / goals – do not assume

Integrate your information into the bigger company wide picture – be a business manager. This can include report style, timing etc.

Outline the potential of specific investments/programmes. Explain relations to suppliers – we are not here to defend poor performing suppliers

No surprises – good or bad (we could change this to “No railroading listen to their needs / goals)

Avoid “blarney” and travelese speak

After the Meeting ...

Happy Ever After?

- **S**end reports out to digest at leisure
- **O**btain feedback from trusted sources within the Finance department, *remember – finance travel too!!*
- **S**tart preparing your storyboard for next time



***Business performance is not just in the numbers,
it's in the people who deliver them***