

CHANGE YOUR VOCABULARY (MORE)

OLD THINKING

FUNDRAISING
TAX DEDUCTIBLE
MANGE
FUNDRAISER
BEGGAR
PEER-TO-PEER
SOLICITATION
TRADING DOLLARS
COLD CALLS
APPOINTMENT
FACE-TO-FACE
SOLO SELLING
DEBATE
TELLING
TALKING
3 RING BINDERS
POWERPOINTS
OBJECTIONS
A JOB
PEOPLE-ORIENTED
SKILLS
BUREAUCRACY
NO RISK
PERFECTION
SUSTAINABILITY

NEW THINKING

SALES
SUCCESS TO SIGNIFICANCE
BUILD AND MAXIMIZE
OPPORTUNITY PRESENTER
MATCHMAKER
PROFESSIONAL PRESENTATION
ANY OTHER WORD!
WANT TO HELP
PREDISPOSITION
VISIT
SHOULDER-TO-SHOULDER
TEAM SELLING
DIALOGUE
SELLING
LISTENING
ENGAGEMENT TOOLS
NAPKINS
CHALLENGES
A CALLING
TALENT-FOCUSED
PASSION
SOCIAL ENTREPRENEURSHIP
FAILURE
PROTOTYPE
PUT YOURSELF OUT OF BUSINESS