



WHO IS COMPLETING THIS TEMPLATE?

Name:

Position:

What targets and objectives do you have?

Consider short- and long-term objectives.

Who do you need to convince?

Think about individuals and organisations

WHO ARE YOU TRYING TO INFLUENCE?

Name:

Position:

What is their background?

Do they have an interest or understanding in sport? Do they have an interest or understanding in education?
Do they have any dual career knowledge?

What is important to them?

E.g., economic/social/labour/PR (votes)





What sector(s) do they represent?

How long have they been in office for? How long do they have remaining on their term?

Consider for the length of a potential relationship.

Are there any additional organisations that are important within your environment?

HOW ARE YOU GOING TO APPROACH THIS INFLUENCING?

Do you have any opportunities to contact this person?

When? Where?





What will be the format of your contact?

E.g., single meeting/symposium/regular meetings

Note: This will guide the resources that can be used (elevator pitch/fact sheet/presentation/relationship building).

If you were in this person's position, what would you want and need?

Step into the shoes of the customer.

What are the key arguments that you will use?

