

So much time and resources are spent on signing sponsors, delivering on contracts and building relationships. How valuable would it be to hear what your sponsors are really thinking?



Learn the Truth with Hallway Talk

The Hallway Talk Sponsor Satisfaction Check-Up digs deep into the relationship so that you can put resources where sponsors value them, retain sponsors longer and proactively address issues that may cause sponsors to leave.

The Sponsor Satisfaction Check-up lays an important foundation for sponsor retention, renewal and growth. By revealing the unfiltered perceptions from across the sponsor organization, properties can see and address previously unknown issues before they have a negative impact on the relationship.

The Check-up will reveal the sponsor's true perceptions, across all levels of the sponsor organization including:

- Overall sponsor perceptions and satisfaction with the sponsorship terms, value and implementation.

- How the sponsor articulates success and their perception of the property's ability to deliver against objectives, KPIs and ROI

- The level of support and loyalty for the relationship, their likelihood to renew and future needs

- Sponsorship structure and elements – perceived value of assets, alignment with the property and future "wish" list

- Feedback on responsiveness/service from the property's support staff

- Revelation of unmet sponsor needs and opportunity to modify future agreements and/or upsell programs

Sponsor Satisfaction Check-ups are personally conducted by Hallway Talk principals, experienced relationship specialists who hold in-depth and confidential conversations with decision makers and key participants in each sponsor organization and their agencies.

**People open up to us in ways they wouldn't when asked directly.
As a result we deliver actionable insights critical to your business performance.**

To learn more, contact us today:

Dory Shaw Ford 949.294.6860 dory@hallwaytalk.com
Penny Jo Welsch 714.642.3560 penny@hallwaytalk.com

