

Delivering the PAC Pitch

National PAC Conference
March 2017

We're in sales!



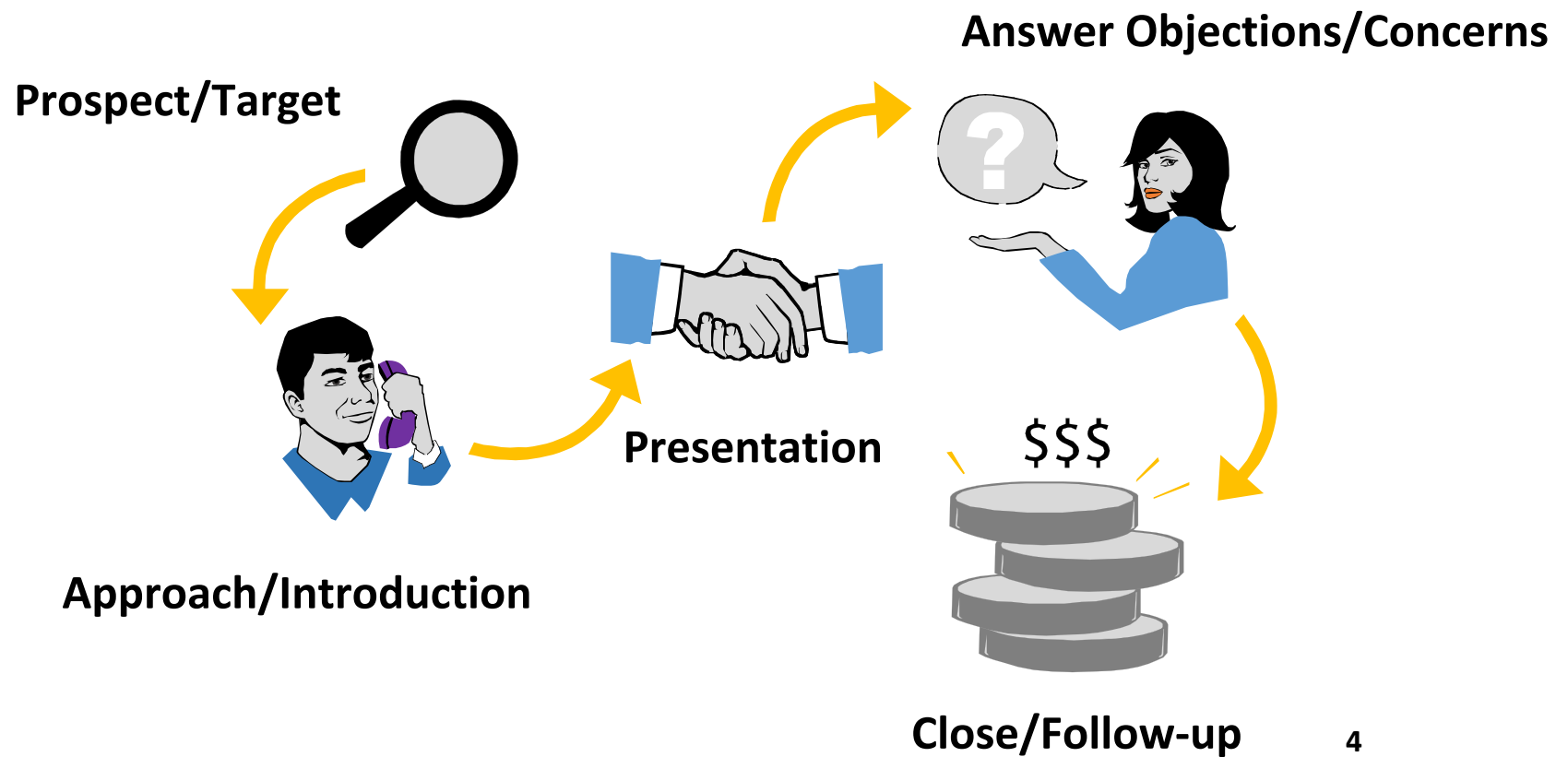
People love to buy, but they hate to be sold



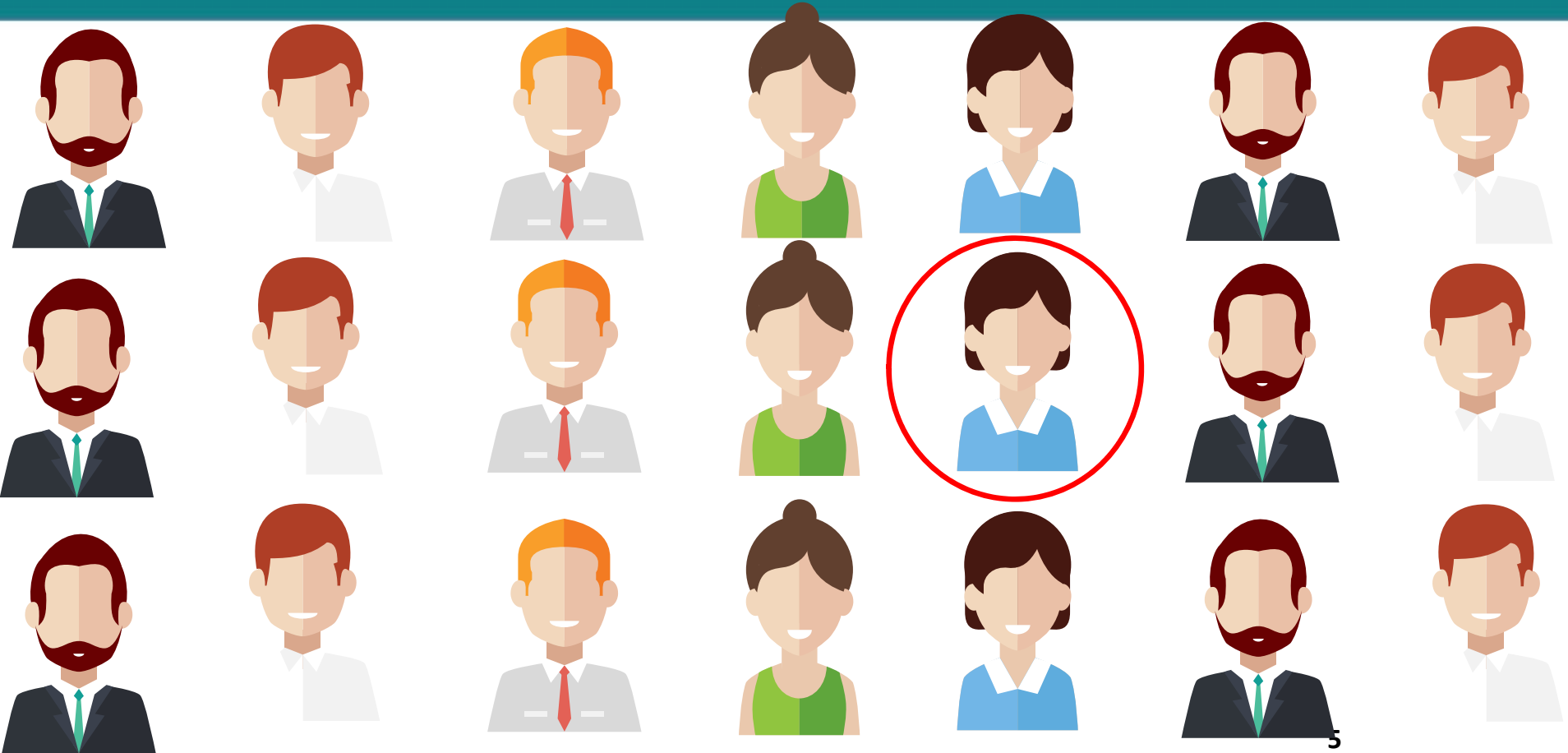
People buy for two reasons:

1. They want/need it
2. They trust you

The sales cycle for PAC



Know your audience

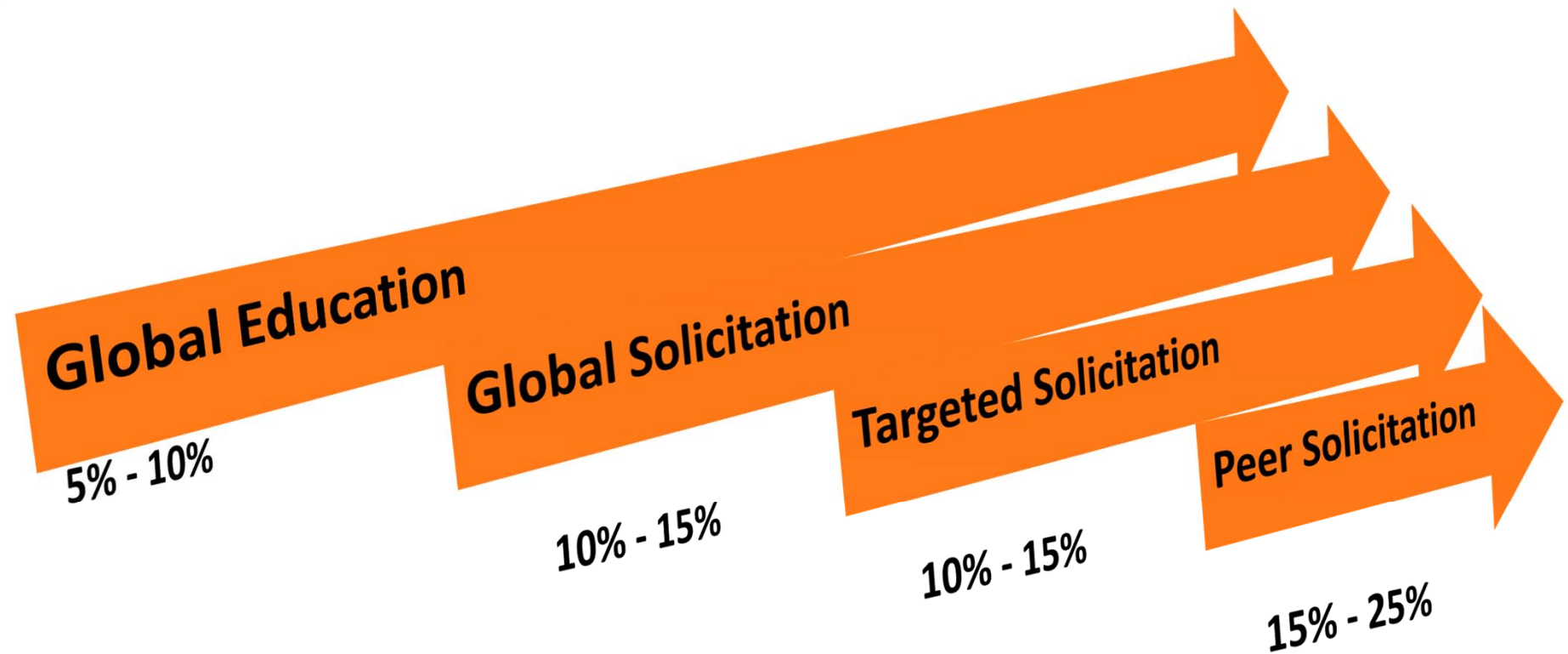


What is your introduction?

- Connection
- Purpose
- Value



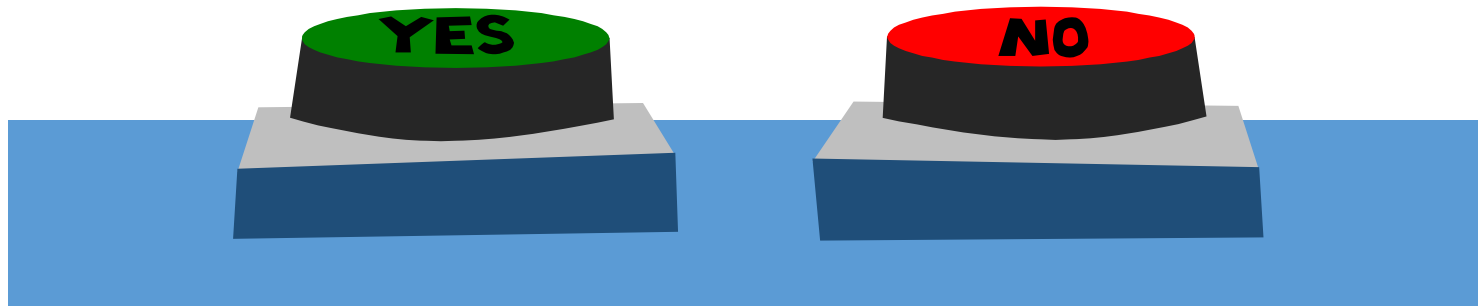
Path for sustained growth



Remember, you have to make the ask



Overcoming objections



Follow-up is the secret sauce



- Schedule it
- Track it

Practice... Practice... Practice...

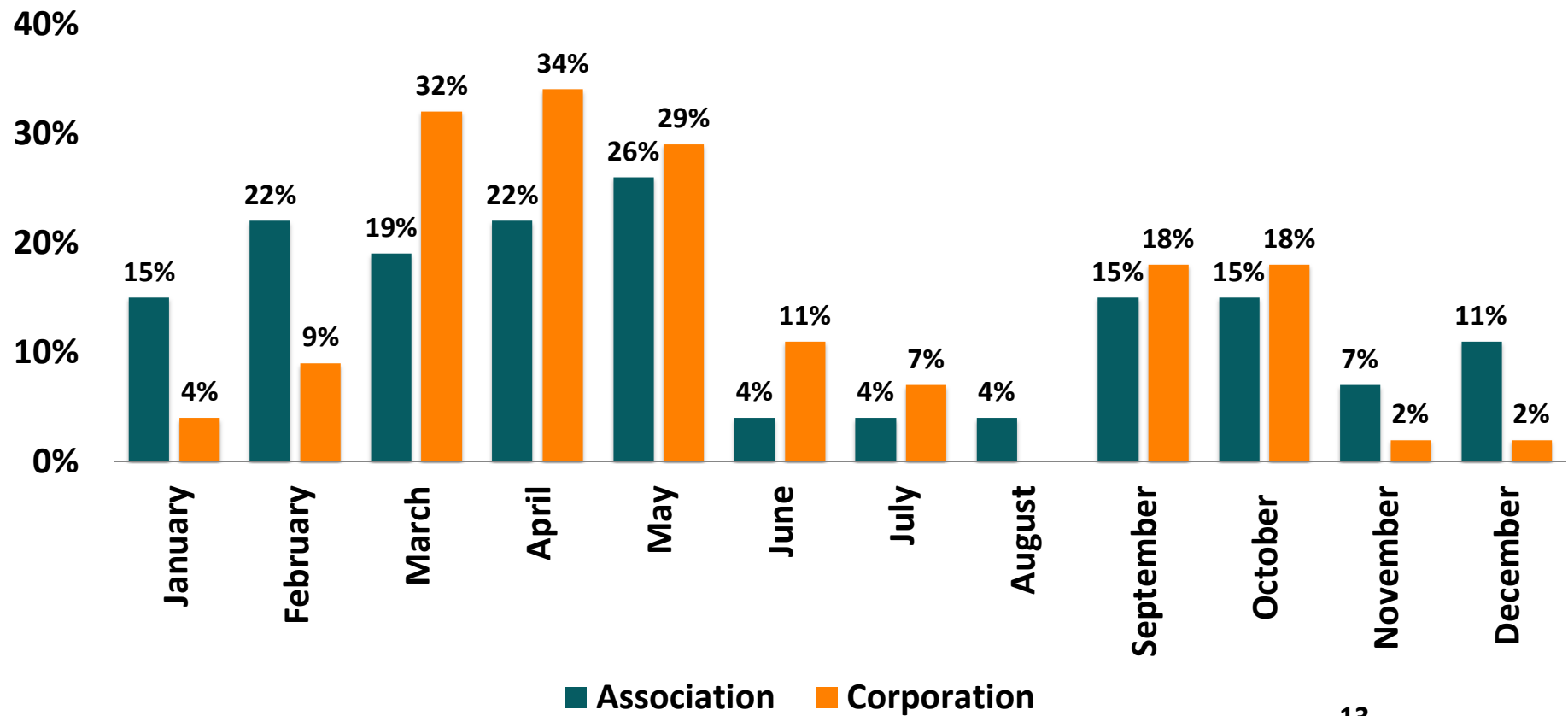


Fundamentals of a strong PAC program



- 1. Educate your colleagues**
- 2. Make the ask**
- 3. Schedule the follow-up**
- 4. Thank your donors**
- 5. Repeat**

Best months to fundraise for PAC



Thank you

Dan Ekstein has two decades of corporate and government affairs experience in the private sector. He was most recently Vice President, JPMorgan Chase & Co. and director of JPMorgan Chase's Political Action Committee (PAC). Through his corporate work, Dan designs and executes many national civic and political engagement campaigns, expanding the public policy dialogue among corporations, policymakers and community leaders throughout the United States.

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