



## Turning Offerings into Responses!

This worksheet focuses on turning your actual offerings to partners into brief explanations so that you can quickly explain their benefit to a potential partner as a BUSINESS ADVANTAGE.

Your job here is to take your top 2 offerings in each area from the last worksheet and quickly explain the benefit to your partners in ONE or TWO sentences. We've included a few to get you started, but the rest is up to you.. Need more room? Flip over the sheet and use the back to write even more!

**My race team EXPOSES our partners by** making sure your logo is visible on our car, our hauler, and our team shirts!

**My Race Team EXPOSES our partners by** \_\_\_\_\_

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**My Race Team COMMUNICATES our partners messages by** including your latest special offers and weblinks in our weekly email to all of our fans

**My Race Team COMMUNICATES our partners messages by** \_\_\_\_\_

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**My Race Team COMMUNICATES our partners messages by** \_\_\_\_\_

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**My Race Team SHOWCASES our partners products by** making sure we set up a display of your products outside our hauler at every race

**My Race Team SHOWCASES our partners products/services by** \_\_\_\_\_

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**My Race Team SHOWCASES our partners products/services by** \_\_\_\_\_

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**My race team INTRODUCES our fans to our partners by** inviting our fans to meet us at your business on special Car Show days when we show off our car in your parking lot and answer fans questions.

**My race team INTRODUCES our fans to our partners by** \_\_\_\_\_

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