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The Fundamentals of Sports Media and Sponsorship Sales: Developing New Accounts (Hardback)

By David J Halberstam

BookBaby, United States, 2016. Hardback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book. The Fundamentals of Sports Media and Sponsorship Sales: Developing New Accounts is a tutorial in narrative form that provides practical step-by-step instruction on how to develop new sports sponsors and advertisers. There s guidance covering the gamut from getting organized, identifying prospects, preparing for the first conversation, commanding the room when presenting a proposal and closing a piece of business. PricewaterhouseCooper forecasts media rights and sponsorship will grow to \$37 billion annually by 2018. In 2009, sponsorship and sports media rights produced just north of \$20 billion. In today s general environment of restrained growth, sports revenue continues to outpace the expansion of many mainstream industries. Sales are the backbone of support for both these revenue sources. Because of these projections, there will be an accelerated need to find and train best-in-class sports sellers. But sports sellers don t have it easy. There are enough emotional challenges to weaken the resolve of even the best salespeople. As such, the text is chock-full of motivational suggestions and stimulating success stories. The book provides counseling to help sellers maintain their emotional equanimity through the...



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