



Sports Business Solutions & the New Jersey Devils presents:

## The Sports Sales Combine – Newark, NJ

March 5-7, 2015

**Thursday, March 5th** – Arrive in Newark, NJ

7:00p-9:00p Coaches Networking Social – Coaches Only

**Friday, March 6th- Prudential Center Arena (25 Lafayette St Newark NJ 07102)**

Where?

|             |  |             |
|-------------|--|-------------|
| 8:00a-8:30  | Registration/Breakfast   | Cure Club   |
| 8:30-8:45   | Welcome – Bob Hamer  | Cure Club   |
| 8:45-9:30   | Introductions – Candidates & Coaches   | Cure Club   |
| 9:30-10:15  | Ticket Sales 101, building relationships, product knowledge – <b>(New Jersey Devils)</b> | Cure Club   |
| 10:15-10:30 | <i>Break</i>   | <i>Open</i> |
| 10:30-11:15 | Open ended questions and needs analysis – <b>(NY Red Bull)</b>                           | Cure Club   |
| 11:15-11:45 | Candidate breakout and practice  | Cure Club   |
| 11:45-12:00 | <i>Quiz – Product knowledge and ticket sales 101</i>                                     | Cure Club   |
| 12:00-1:00  | <i>Lunch &amp; networking</i>  | <i>TBD</i>  |
| 1:00-1:45   | NJ Devils Guest speaker (Hugh Weber, President & Shawn Doss – VP, Ticket Sales)          | Cure Club   |
| 1:45-2:30   | The Phone Script – How to make a sales call – <b>(76ers)</b>                             | Cure Club   |
| 2:30-3:15   | Role Play and Practice   | Cure Club   |
| 3:15-3:30   | <i>Break</i>   | <i>TBD</i>  |
| 3:30-4:00   | Concourse Intercept Script – <b>(New Jersey Devils)</b>                                  | Cure Club   |
| 4:00-4:45   | Practice the concourse intercept   | Concourse   |
| 4:45-5:15   | <i>Break</i>   | <i>Open</i> |
| 5:15-7:30   | Concourse Intercept (Through end of 1 <sup>st</sup> quarter)                             | Concourse   |
| 7:30-9:30p  | Networking in Suite with Food and Drink  | Suite TBD   |

**Saturday, March 7th Prudential Center Arena (25 Lafayette St Newark NJ 07102)**

**Where?**

|             |   |               |
|-------------|---|---------------|
| 8:00a-8:30  | <i>Breakfast</i>                        | Cure Club     |
| 8:30-9:00   | Day 1 review                            | Cure Club     |
| 9:00-9:30   | Phone script & product knowledge review | Sales Floor   |
| 9:30-10:00  | Role play                               | Sales Floor   |
| 10:00-10:15 | <i>Break</i>                            | <i>Open</i>   |
| 10:15-12:30 | Sales Calls                             | NBT Phones    |
| 12:30-1:30  | <i>Working Lunch</i>                    | <i>TBD</i>    |
| 1:30-2:00   | Closing remarks & awards                | Sales Floor   |
| 2:00-4:00p  | Interviews                              | Suite Level 1 |