



Sports Business Solutions & the San Jose Sharks present:

The Sports Sales Combine – San Jose, CA

February 26-27, 2016

Thursday, February 25 – Arrive in San Jose, CA

6:00p-8:00p Coaches Networking Social – Coaches Only

Friday, February 26 - The Shark Tank – SAP Center (525 W Santa Clara St, San Jose, CA 95113)

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| 8:00a-8:30 | Registration/Breakfast - Provided |
| 8:30-8:45 | Welcome – Bob Hamer |
| 8:45-9:30 | Introductions – Candidates & Coaches |
| 9:30-10:15 | Ticket Sales 101, building relationships, product knowledge – (San Jose Sharks) |
| 10:15-10:30 | <i>Break</i> |
| 10:30-11:15 | Open ended questions and needs analysis – (San Diego Padres) |
| 11:15-12:00 | Candidate breakout and practice |
| 12:00-12:15 | <i>Quiz – Product knowledge and ticket sales 101</i> |
| 12:15-1:30 | <i>Lunch (Open, Candidates & Coaches on their own)</i> |
| 1:30-2:00 | Sharks guest speaker |
| 2:00-2:30 | The Phone Script – How to make a sales call – (NJ Devils) |
| 2:30-3:15 | Role Play and Practice |
| 3:15-3:30 | <i>Break</i> |
| 3:30-4:30 | Tour & Concourse Intercept Script – (Bob & Sharks) |
| 4:30-4:45 | Practice the concourse intercept |
| 4:45-5:15 | <i>Break</i> |
| 5:15-7:30 | Concourse Intercept (Through end of 1 st intermission) |
| 7:30-9:30p | Networking in Suite with Food and Drink |

Saturday, February 27 - The Shark Tank – SAP Center (525 W Santa Clara St, San Jose, CA 95113)

8:00a-8:30	<i>Breakfast - Provided</i>
8:30-9:00	Day 1 review
9:00-9:15	Phone script & product knowledge review
9:15-9:45	Role play
9:45-10:00	<i>Break</i>
10:00-12:00	Sales Calls
12:00-1:30	<i>Coaches working lunch (Candidates on their own)</i>
1:30-1:45	Closing remarks & awards
2:00-4:00p	Job Interviews