



Sports Business Solutions & the Minnesota Timberwolves Present:

The Sports Sales Combine – Minneapolis, MN

December 12-13, 2014

Thursday, December 11 – Arrive in Minneapolis

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

Friday, December 12 – Target Center (600 First Avenue North, Minneapolis, MN 55403)

Hospitality Room B

- | | |
|-------------|--|
| 8:00a-8:30 | Registration/Breakfast Snacks |
| 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, “story” – Minnesota T-Wolves |
| 10:15-10:30 | <i>Break</i> |
| 10:30-11:15 | Open ended questions and needs analysis – Cleveland Cavaliers |
| 11:15-12:00 | Candidate breakout and practice |
| 12:00-1:00 | Open <i>Lunch & networking</i> |
| 1:00-1:45 | Guest speaker – Corey Breton – VP Sales & Service – Minnesota Timberwolves |
| 1:45-2:00 | <i>Quiz – Product knowledge and ticket sales 101</i> |
| 2:00-2:45 | The Phone Script – How to make a sales call – New Jersey Devils |
| 2:45-3:15 | Role Play and Practice |
| 3:15-3:30 | <i>Break</i> |
| 3:30-4:00 | Building Tour – Minnesota T-Wolves |
| 4:00-4:30 | Concourse Intercept Script – Bob Hamer & Minnesota T-Wolves |
| 4:30-4:45 | Practice the concourse intercept |
| 4:45-5:15 | Break – Watch Warmups? |
| 5:30-7:30 | Concourse Intercept (Through end of 1 st quarter) |
| 7:30-9:30p | Networking in Suite with Food and Drink |

Saturday, December 13 - Target Center (600 First Avenue North, Minneapolis, MN 55403) **Lifetime Fitness Conf. Room**

8:00a-8:30	<i>Breakfast Snacks</i>
8:30-9:00	Day 1 review
9:00-9:30	Phone script & product knowledge review
9:30-10:00	Role play
10:00-10:15	<i>Break – go to phones</i>
10:15-12:00	Sales Calls
12:00-2:00	<i>Open Lunch for attendees – Working Lunch for Coaches</i>
2:00-2:15	Closing remarks & awards
2:15-4:15p	Interviews