



Sports Business Solutions & The Phoenix Suns Present:

The Sports Sales Combine – Phoenix, AZ

November 6-8, 2014

Thursday, November 6 – Arrive in PHX

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

Where?

Copper Blues

Friday, November 7 – US Airways Center (201 E. Jefferson St. Phoenix, AZ 85004)

Where?

8:00a-8:30	Registration/Breakfast	Pavilion
8:30-8:45	Welcome – Bob Hamer	BMC
8:45-9:30	Introductions – Candidates & Coaches	BMC
9:30-10:15	Ticket Sales 101, building relationships, product knowledge - Suns	BMC
10:15-10:30	<i>Break</i>	<i>Open</i>
10:30-11:15	Open ended questions and needs analysis - Padres	BMC
11:15-11:45	Candidate breakout and practice	Pavilion
11:45-12:00	<i>Quiz – Product knowledge and ticket sales 101</i>	<i>BMC</i>
12:00-1:00	<i>Lunch & networking</i>	<i>On your own</i>
1:00-1:45	Guest speaker – Travis Apple, VP Sales & Service Phoenix Suns	BMC
1:45-2:30	The Phone Script – How to make a sales call – NJ Devils	BMC
2:30-3:15	Role Play and Practice – Competition?	Pavilion
3:15-3:30	<i>Break</i>	<i>TBD</i>
3:30-4:00	Tour of USAC & Concourse Intercept Script - Suns	USAC
4:00-4:45	Practice the Concourse Intercept	Greenhouse
4:45-5:15	<i>Break</i>	<i>Open</i>
5:15-7:30	Concourse Intercept (Through end of 1 st quarter)	Pavilion
7:30-9:30p	Networking in Ring of Honor Suite with Food and Drink	ROI

Saturday, November 8 - US Airways Center (201 E. Jefferson St. Phoenix, AZ 85004)

Where?

8:00a-8:30	<i>Breakfast</i>	<i>Pavilion</i>
8:30-9:00	Day 1 review	Van Arsdale
9:00-9:30	Phone script & product knowledge review - Suns	Van Arsdale
9:30-10:00	Role play	NBT Phones
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>Van Arsdale</i>
1:30-2:00	Closing remarks & awards	Van Arsdale
2:00-4:00p	Interviews	Level 2 Offices