# #chatsportsbiz Recap: Sport Ticket Sales 101- August 11th, 2016



The topic for this week’s #chatsportsbiz is Sport Ticket Sales 101. Everyone has their tricks and practices of how to survive and thrive in the sales world. Bob Hamer (@SportsBizBob) asked Twitter their thoughts about the basics of sport ticket sales, check out some of the responses below.

**Q1: What does a day in the life of an entry level ticket sales person look like?**

“Perfecting your craft by hustling, learning to deal w/ rejection, and finding creative new ways to sell”- **Dylan Tolley, Account Executive for University of Arkansas Razorbacks** (@D\_Tolley932)

Creativity is a key to success in this industry. Finding a creative way to connect with a prospect will likely lead to a better result than approaching them with the same generic pitch that you’ve used a hundred times before.

“Repetition. Out working others in a sink or swim environment. Learn fundamentals. Practice! Learn to be a pro.”- **Ian Winklmann, Director of Ticket Sales for Harlem Globetrotters** (@winklmann)

Rome wasn’t built in a day, you might not get those big sales for a while but keep your head down and be ready to grind so you can set yourself up for success when the time is right. Remember you’re in an entry level position which means you have tons to learn about the process, be a student of the industry

“Making calls/connections, setting up meetings, & late nights.”- **Lenore Shimon** (@lenoreshimon)

This is just a very true reality check. The job isn’t all glamour and sparkle, be prepared to stay late and do a lot of grunt work to reach your next career milestone.

Other Notes: If you’re not comfortable making calls and connections, you’ll need to work on that ASAP. You should be prepared to make calls on calls on calls, calls lead to conversations, conversations lead to meetings, and meetings lead to sales. On your low days remember the reasons you’re passionate about your job and try to focus on those to pull yourself out of a low point on the job. Stay positive!

**Q2: What separates good entry level sports salespeople from bad?**

“Those who can make others around them better, natural curiosity to learn and grow in industry and self drive”- **Elliott Crichfield, Manager of Inside Sales for Denver Nuggets** (@E\_NugTixSales)

You don’t want to be the one dragging down the team with negativity or drama, strive to be a better team member so you can help yourself and your teammates. Being able to motivate yourself with help you grow as a person, there won’t always be someone behind you cheering you on, learn to be your own cheerleader sometimes.

“Attitude and a willingness to learn from the more experienced reps. Gotta be coachable”- **Mike Mendolia, Group Sales & Service Account Executive for Pittsburgh Pirates** (@Mikemendolia\_17)

Entry level sales people know only a fraction of the sales process compared to managers in their office. Be willing to learn from others who have been in your shoes before, trust me they are willing to coach if you’re willing to listen.

“Activity! Touch points lead 2 more opportunities. Opportunities give chance to develop. Comes w/ time”- **Dustin Toms, Account Executive for Sacramento Kings** (@Dustin\_Toms)

Be proactive! Go out there and make connections with people and things will work out over time.

Other Notes: Be knowledgeable about your product, you should be able to answer any question about the product from the client. Good salespeople listen to those who were successful before them and takes that information to apply it to their scenarios. Good salespeople also are able to handle constructive criticism well, it’s better to know what you need to fix instead of being completely clueless on why you’re receiving rejection.

**Q3:** **What is the biggest mistake entry level sports sellers make?**

“Giving up too soon. Focus on getting better everyday & learning process vs frustration of not being #1 ASAP”- **Phil Horn, Vice President of Ticket Sales & Service for Sacramento Kings** (@PhilKingsTix)

Success doesn’t come over night, it happens with many hours of diligent, persistent hard work. Don’t let your expectations get you down, just make sure you’re taking steps in the right direction everyday.

“Not seeing the big picture + not staying level headed during sales cycle. Never get too high or low”- **JP Lococo, Business Development Manager for Columbus Crew SC** (@jo\_lococo)

Don’t sweat the small stuff, remember your career goals and how what you do today can help you reach those goals down the road. A bad week doesn’t mean the end of your career in the ticket industry, but how you bounce back from a bad week shows a lot to your clients, boss, and yourself.

“Trying to sell the teams (wins) instead of building relationships and selling the experience, value and memories”- **Andrew Sidney**, **Manager, Group Tickets and Inside Sales for Houston Rockets** (@Andrew\_Sidney1)

Selling on wins will only get you so far, to be a good salesperson you must be able to sell for the long term. At the end of the day people will value the memories from the game more than the outcome on the field.

Other Notes: You get to work in sports, and there are so many that dream of having your job and it’s important to remember that when you’re feeling like not putting your best effort. This job is not about you, and you don’t know everything about the sales process. Staying humble and driven will get you far if you’re truly passionate about working in this industry.

**Q4: Sales comes with rejection. Lots of no’s. How do you get through it and stay positive?**

“Prepare slump buster. Hawks 1st day you write down your exact feelings/thoughts & review when you’re down”-**Eric Platte, Sales Director for Atlanta Hawks** (@EricPlatte)

I love this idea! It’s good to reflect on how you feel when you’re in a good mood, especially when you’re feeling down on yourself. Stay passionate and positive

“I don’t take it personally. Constantly remind myself of my past success stories”- **Lara Ceaser, Group Sales Team Leader for University of Maryland Athletics** (@laraceaser)

Don’t let the no’s beat you down. Remember what you’ve learned from mentors and managers and apply that to your next scenario.

“When you get a no, just roll onto the next one. Every no is one step closer to next yes”- **Joey Elledge** (@JoeyElledge)

You’ll get a lot of no’s in your time in a salesperson, don’t feel like you have to keep that weight on your shoulders. Learn from your rejections and know how to improve for next time

Other Notes: If a person gives you a reason for their rejection see if you can provide a solution for value for them. This will get you another shot to have their business and it will show that you’re invested in helping them. Keep a strong mentality and be able to bounce back stronger from rejection. If you’re truly feeling in a slump, don’t be afraid to ask for suggestions from your manager or mentor.

**Q5: What’s one piece of advice you’d give yourself if you were starting a career in ticket sales tomorrow?**

“Be sure to utilize time wisely. When at work work and then get out of the office so you don’t burn out. #Balance”- **Jason Stern, Manager of Suites for San Diego Chargers** (@JASONdeanSTERN)

With the numbers of hours that comes with working in sports it can be easy to burn out while trying to be successful starting out. Make sure to have a purpose or hobby that re-energizes you outside of the workplace.

“The path of least resistance is not the best. Push your boundaries & expand your horizons by stepping out of the comfort zone” - **Ian Winklmann, Director of Ticket Sales for Harlem Globetrotters** (@winklmann)

No one became successful by doing what they were just comfortable with. Success comes to those who are innovative and go-getters. Accomplishments happen when you get out there and make things happen.

“Go get advice from @SportsBizBob”- **Jeff Ianello, Executive Vice President of Corporate Partnerships for SeatGeek** (@Jeff\_Ianello)

I think this piece of advice is self-explanatory, need I say more?

Other Notes: Remember that you’re not in this process alone, you have teammates and managers that can help you along the way. You can never know too much about the sales process, be open to learning from your first day to your last day. Don’t let the fear of failure keep you from taking that first step to success.

That’s our recap for this edition of #chatsportsbiz. Don’t forget to join us on Twitter next time on Thursday, August 25th at 6pm PST. Make sure you’re following Bob Hamer (@SportsBizBob) to catch our next topic!

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