# #chatsportsbiz Recap: Common Mistakes Made by #sportsbiz Pros- June 2nd, 2016



Have you ever met someone in the sports business and you’ve been in awe of how they seem to have it all together? They know how to answer the most difficult interview questions, command a room’s attention with their presentation skills, and are able to make the sale to the toughest client. Well these kinds of skills and talents weren’t developed overnight, and they aren’t mastered the first time around. Many professionals have stumbled over their feet before they were able to walk with grace and poise in the business place. Bob Hamer took to Twitter to pick the brains of individuals across the sports business to find out what mistakes were made in applying and in first jobs, what changes people would make, and finally what advice would they give to people looking to be great in the sports business.

**Q1: When applying for entry level jobs in sports, what was the biggest mistake you made?**

**“**Limiting myself to one area of the country, trying to stay close to home. Location shouldn’t be a big factor with entry level.”- **Mike Dellosa, Direct of Season Ticket Sales and Inside Sales, Arizona Diamondbacks** (@MikeDellosa)

When looking for an entry level job, don’t be afraid to spread your wings and look for new places to work. This is especially true if you have a good contact at a team or business that’s outside of your local area. Don’t let the distance deter you if the job is a good fit for you.

“Believing I was qualified for anything above an entry level position with no prior experience.”- **Josh Young, Director of Group & Inside Sales, Cleveland Browns** (@josh8young6)

Don’t waste a manager’s time in applying for a position if you know you aren’t qualified for the job. You never know how it might backfire later on down the road when applying for other jobs.

Other Notes: Make sure to follow-up after submitting your application or after the interview, hand-written thank you notes are noticed and appreciated! Be accountable for your actions, pointing the finger doesn’t help anyone, but learning personal accountability will help everyone. Put your enthusiasm in the right place, you may love sports but what makes you different from everyone else who is applying for the same job and loves sports? Last, make sure you’re prepared for interviews, do your research!

**Q2: Early on in your career, after starting your first job, what were some mistakes you made after getting in?**

“Not going to conferences, connecting with peers until almost 7 years in. Wrong move.”- **Troy Kirby, Director of Ticket Operations, UC Davis, and Owner & Host of Tao of Sports Podcast** (@SportsTao)

Networking is key in this business, you can never start too early in making meaningful connections with others.

“2nd guessing a proven process when results weren’t coming as fast as others. Trust the process & grind”- **Christian Larimer**, **Account Executive, Business Development, Arizona Diamondbacks** (@NotTheFakeCPL)

In your first job you should trust the resources given to you by your manager. They’re trying to set you up to be successful, don’t expect their results to become your own overnight.

“Managing expectations. How I wanted to see myself how I actually was when I first started”- **David Sedei, Account Executive, Sacramento Kings** (@DavidSedei)

Are you meeting what is expected from you by your manager? Are you demonstrating the traits of the person they interviewed and hired?

Other Notes: Just because you’re not in school anymore doesn’t mean you should stop learning and reading. Many people in our chat listed books that they’ve read that have helped them out in this industry. Indulge in some summer reading and check out the list below:

*Ball Don’t Lie Marketing Outrageously*

*Bo’s Lasting Lessons Impressions*

*Brands Win Championships Leaders Eat Last*

*Daring Greatly Leadership Challenge*

*Eleven Rings Meat Market*

*Endzone Open*

*Energy Bus Quiet: The Power of Introverts in a World that Can’t Stop Talking*

*Game on Sport is Life with the Volume Turned Up*

*Good to Great Start with Why*

*The Happiness Advantage To Sell is Human*

*How to Win at the Sport of Business 7 Habits of Highly Effective People*

*How to Win Friends & Influence People 21 Irrefutable Laws of Leadership*

*Ice to Eskimos*

**Q3: As your career grew into years 2, 3, 4 and you looked to keep growing. What mistakes did you make then?**

“Too worried about the next step in my career and not focused on being the best I could in my current role” –**Andre Luck, Director of Season Ticket Sales, Houston Astros** (@andreluck2)

Be in the moment of your current position. Learn to be the best you can be in your current role; opportunities will come if you prove yourself. If you’re too focused on the next step, you may not get there as quickly as you hope.

“Frequency X Skill = success. Once promoted to FT my frequency decreased and sales slowed down at first. Stick w fundamentals.”- **Eric Platte, Sales Director, Atlanta Hawks** (@EricPlatte)

Just because you’ve gotten a promotion doesn’t mean you should give up on your drive and ambition; don’t become complacent. Chanel the energy you had when you first started and continue with what got you there in the first place.

Other Notes: Continue to grow and maintain your connections and network, don’t lose out on relationships just because you’re a few years into your career. Your network is like a plant, you’ve got to nurture it if you want it to grow and be successful. Strive to continue to learn new things, you don’t know it all yet. Don’t stop asking questions from your leaders and managers, you never know what new information you could learn!

**Q4: What’s one thing you would’ve done differently in your career if you could go back and do it again?**

“I’d look to grow my personal brand across this awesome industry earlier on in my career so many great people”- **Josh Targe, Luxury Suites & Group Experiences Specialists, San Diego Padres** (@joshtarge)

Don’t be afraid to expand your connections beyond people in similar roles to yours. There is incredible value in learning the responsibilities and experiences of other departments in your business. The business as a whole will be able to work like a well oiled machine if everyone understands others’ purposes.

“I would’ve maintained a better balance of work-life. Easy to get caught up in the grind, important to step away & recharge”- **Bob Hamer, President of Sports Business Solutions** (@SportsBizBob)

Everyone likes an employee who puts their nose to the grindstone and gets awesome results, but it’s just as important to take a step back outside of work and let yourself breath. Make sure there are other things in your life besides your job that gives you a passion. You are the sum of your parts, not just the weekday 9-5 part.

**Q5: What’s one piece of advice you’d give to those who want to be great in this business?**

“Fail. All the time and massively. There is NO better learning experience.”- **Brett Zalaski, Founder & Trainer for Get After It Sales** (@bzalaski)

This is my favorite piece of advice from this #chatsportsbiz. Many people are too timid to take the risk because they’re afraid of failure, failing shouldn’t be viewed as an avoidable scary situation. You will fail at some point and it’s how you recover and how you learn from it that will make you a better person, employee, colleague, and sports business pro.

“At work your performance will be most influenced by the five people you spend the most time with. #HangingWithA’s”- **Adam Vogel**, Director of Inside Sales, New York Mets (@AdamRVogel)

Surround yourself with the best and brightest in the work place. If you do this, make sure you’re bringing your A game as well, collaborate and learn from others.

Other Notes: Be phenomenal in your first job, you only get one chance to make a first impression that can impact your career in this industry. Don’t settle, stay hungry and focused. Find positives in each day, a happy person makes for a better and more productive employee. Stay coachable and open minded, it shows that you’re willing to grow as a person and employee. Set a goal then go out and crush it, don’t take a play off!

That’s our recap for this edition of #chatsportsbiz. Don’t forget to join us on Twitter next time on Thursday, June 16th at 6pm PST. Make sure you’re following Bob Hamer (@SportsBizBob) to catch our next topic!

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