

# Student Notes Guide

## Unit 2: Sports & Entertainment Marketing Fundamentals

### OVERVIEW

Unit seven provides a basic introduction to sales and emphasizes its importance to sports and entertainment business. A basis for a fundamental understanding of promotion is also explored. Students will be able to identify steps within the sales process, recognize the role of customer service and identify various forms of promotion. Students are encouraged to work through related class activities, particularly role plays or simulation exercises, to gain a clear comprehension of the sales process.

### OBJECTIVES

1. Define and give examples of sales
2. Identify three personal selling categories
3. Identify four sales methods
4. Name at least five steps in the sales process
5. Detail why customer service is important
6. Recognize some common characteristics of successful sales professionals
7. Define promotion
8. Identify the elements of the promotion mix
9. Describe and offer an example of five forms of promotion

### LESSONS

<a href="#">LESSON 7.1</a>	<a href="#">Understanding Sales</a>
<a href="#">LESSON 7.2</a>	<a href="#">The Sales Process</a>
<a href="#">LESSON 7.3</a>	<a href="#">Sales Strategies, Skills &amp; Techniques</a>
<a href="#">LESSON 7.4</a>	<a href="#">Importance of Customer Service</a>
<a href="#">LESSON 7.5</a>	<a href="#">Sales Professionals</a>
<a href="#">LESSON 7.6</a>	<a href="#">Promotions</a>

### KEY TERMS

*Business-to-business (B2B) marketing*

*Cold Calling*

*Collaborative Selling*

*Customer Benefits*

*Customer Retention*

*Customer Service*

*E-Commerce*

*Event promotions*

*Feature-Benefit Selling*

*Full Menu Marketing*

*Full season promotions*

*In-game promotions*

*In-venue promotions*

*Media promotion*

*Networking*

*Objections*

*Offsite promotions*

*Onsite promotion*

*Personal Selling*

*Product attributes*

*Promotion*

*Promotion Mix*

*Proposal*

*Prospecting*

*Referrals*

*Sales*

*Sales promotion*

*Team Selling*

*Transactional Selling*

*Upselling*

## LESSON 7.1

# Understanding Sales

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Define **sales**:

What are some examples of sales activities in the sports and entertainment field?

- 1.
- 2.
- 3.

Why is selling important?

- 1.
- 2.
- 3.
- 4.

### Personal Selling Categories:

Define **personal selling**:

Benefits to personal selling include:

\_\_\_\_\_ sales refers to sales professionals that sell company products and services over the \_\_\_\_\_, Internet, or other means of communication from inside the company's office.

They either make \_\_\_\_\_ calls to prospective customers or receive incoming orders or phone calls pertaining to company products or services and are typically utilized for products and services that require minimal investment levels, such as \_\_\_\_\_.

\_\_\_\_\_ sales (ex. telemarketers), refers to sales professionals that primarily communicate with customers in person.

Also referred to as “\_\_\_\_\_” or “\_\_\_\_\_”

\_\_\_\_\_ sales refers to sales professionals located \_\_\_\_\_ at a venue or facility who sell to customers in person at the event or to future events.

Movie theaters sell most of their tickets through \_\_\_\_\_.

A general rule of thumb among sports and entertainment companies is that \_\_\_\_\_ employed by the organization represents a salesperson on some level.

## Sales Methods

**Feature-\_\_\_\_\_ selling**

Product attributes (or features) are the:

Customer benefits are the:

An example of a customer benefit could include:

Define the feature-benefit selling process:

**Full \_\_\_\_\_ marketing**

Full menu marketing is the selling of:

## E-Commerce

Refers to the process of buying and selling of goods:

\_\_\_\_\_ mail

Direct mail is a sales effort conducted \_\_\_\_\_

Characteristically sent to \_\_\_\_\_ of prospective customers soliciting orders for company products and services

To be effective, the direct mail approach must be:

## Digital/Electronic Sales & Marketing

Refers to the process of buying a:

**True or false:** E-mail marketing and other digital strategies can be incredibly productive for a sports or entertainment property.

**True or false:** Social media platforms are increasingly providing value for sports and entertainment properties as an additional avenue for generating sales.

## LESSON 7.2

# The Sales Process

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Follow the outline from your textbook to describe the steps of the sales process in the spaces below.

Steps to effective implementation and management of the sales process

\_\_\_\_\_

What inventory (seat locations etc.) is available to be sold?

How much does the product or service cost?

What are the features and benefits to your product or service?

\_\_\_\_\_

Leads are the names of \_\_\_\_\_

This step is often referred to as prospecting

\_\_\_\_\_

Do they have experience with your team, venue, or event?

What influence do they have over the purchasing decision?

\_\_\_\_\_

The sales call is \_\_\_\_\_

Sales calls can take place via telephone, e-mail or in person

Utilized by both inside sales and outside sales representatives

Oftentimes sales people will use a pre-written script to help guide them with a telephone sales call

\_\_\_\_\_

Secure a sale or, more likely, schedule a face-to-face appointment

The face-to-face appointment provides a valuable opportunity for the sales professional to build rapport and establish a relationship with the customer

\_\_\_\_\_

Sales people often conduct a “needs analysis” to determine where company products and services may be able to assist a prospective customer in meeting their organization’s goals and objectives

\_\_\_\_\_

Increase customer awareness and interest in company products and services

This communication takes place in some form of a presentation

This information can be presented in the form of a proposal

A proposal is \_\_\_\_\_

Each proposal is customized to meet specific customer needs

\_\_\_\_\_

Asking for acceptance of the proposal or for a purchase decision

\_\_\_\_\_

Define objections: \_\_\_\_\_

Occur when there is lingering doubt or unanswered questions in the mind of the prospect

The prospective customer may be favorably inclined to make a purchase but needs clarification, more concessions, or approval by another party

It is the responsibility of the sales professional to \_\_\_\_\_

Objections could include

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The close is the stage of the sales cycle where \_\_\_\_\_

The close is when the prospective customer becomes an official client

Sales professionals often make the mistake of thinking this is the last step of the sales process

\_\_\_\_\_

The follow up stage is critical to ensure \_\_\_\_\_

The organization is responsible for ensuring all services agreed upon throughout the sales process are fulfilled

Much new business for any organization comes from existing business

\_\_\_\_\_

Fulfillment is the process of \_\_\_\_\_

Meeting and exceeding customer expectations is integral to retaining their business in the future

Renewal is the agreement between sponsor and sponsee to continue with a sponsorship for a predetermined, usually contractual, period of time

Renewals also occur between ticket holders and an organization

\_\_\_\_\_

\_\_\_\_\_ the results of a promotional investment (season tickets, luxury suites, sponsorships, endorsement agreements) help an organization determine its effectiveness

Evaluations are typically objective (sales fluctuations) but can also be subjective (increased media attention or public awareness)

It is important for the sales professional to be involved in this step of the process to gain a better understanding of whether or not they are meeting client needs.

Many sports and entertainment organizations set ticket, merchandise and concessions sales objectives with daily, weekly, and monthly targets. The sales data is then compared with information from the same date for the previous year.

## LESSON 7.3

# Sales Strategies, Skills & Techniques

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### Personal Sales Strategies

\_\_\_\_\_ selling

The salesperson and client take time to understand one another and develop a relationship according to the sales person's offer and the client's needs

\_\_\_\_\_ selling

The salesperson and client have limited interaction and the sale is based mostly on price or a specific element

\_\_\_\_\_ selling

A variation of collaborative selling that includes multiple people from the selling or buying organization, or both

### Sales Skills and Techniques

Prospecting is the process of:

What avenues might a sales professional explore when prospecting to develop quality sales leads?

Referrals occur when:

Referrals are traditionally an extremely \_\_\_\_\_ means for generating new sales.

Networking occurs when:

\_\_\_\_\_ (also known as B2B) marketing involves activities one business makes in effort to sell their products and services to another business, rather than to the individual consumer.

Sales people often involve themselves in \_\_\_\_\_ in an effort to connect with as many new people as possible.

\_\_\_\_\_ meetings provide an exceptional means for meeting other business professionals who could become future customers or offer referrals.

Cold calling refers to:

The cold calling technique is generally a \_\_\_\_\_ productive means for generating sales than other techniques (networking and referrals) because the personal relationship element is non-existent.

## LESSON 7.4

# Importance of Customer Service

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Define **customer service**:

Many organizations strive to meet and exceed customer expectations, oftentimes integrating service goals with company \_\_\_\_\_ statements.

Customer service represents a critical step in the sales process and is ultimately about \_\_\_\_\_.

Customer service's role is to help customers \_\_\_\_\_ with the sports or entertainment organization.

Who are the customers?

## The Benefits of Customer Service

What are the benefits to an organization affiliated with providing excellent customer service?

## Why is customer service important?

According to the Customer Service Institute, it can cost as much as \_\_\_\_\_ as much to acquire a new customer than it does to service an existing one.

According to the same institution, customers tell \_\_\_\_\_ as many people about a bad experience over a good one

Retention is crucial to any sports team as \_\_\_\_\_ and \_\_\_\_\_ revenue is a vital piece of the organizations' financial viability

## Turning service into sales

For most segments of the sports industry, \_\_\_\_\_ % of consumers are referred by word of mouth from existing customers.

Many organizations create marketing strategies that cater to both existing and new customers with an emphasis shifting toward \_\_\_\_\_ customers.

Positive relationships with a customer base enable an organization to effectively implement and utilize \_\_\_\_\_ programs.

"Upselling" opportunities become more frequent with \_\_\_\_\_ customers.

Define **upselling**:

An empathetic approach to service refers to:

What are some examples of ways organizations improve customer service?

- 1.
- 2.
- 3.
- 4.
- 5.



## LESSON 7.5

# Sales Professionals

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List at least ten criteria/characteristics that help make a good salesperson.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

### Specific skills

Good salespeople will never lose \_\_\_\_\_.

Successful salespeople consistently ask \_\_\_\_\_.

Effective salespeople \_\_\_\_\_ with customers after the sale with the same dedication they demonstrated before the sale.

### “Game plan”

Good salespeople will devise a \_\_\_\_\_ that best caters to their strengths.

A quality game plan includes gaining knowledge not only of company products and services, but of the backgrounds of \_\_\_\_\_.

Effective salespeople devise and implement effective \_\_\_\_\_ plans.

## LESSON 7.6

# Promotions

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Define **promotion**:

### Promotion mix

Define **promotion mix**:

Key factors that affect decisions regarding the promotions mix include:

### Forms of promotion

What are four basic types of promotion?

- 1.
- 2.
- 3.
- 4.

**True or false:** Sales promotions involve activities or communications that encourage consumers to purchase products or services.

Typically short term, encouraging consumers to \_\_\_\_\_ quickly.

**Sales promotion activities include:**

Where do **onsite promotions** take place?

\_\_\_\_\_ promotions refers to promotions that take place on the \_\_\_\_\_ between game breaks.

Many sports organizations consider the on-field promotions to be one of their most \_\_\_\_\_ and profitable pieces of sponsorship inventory.

**What is an example of a fan engagement promotion?**

\_\_\_\_\_ promotions take place in areas within a facility \_\_\_\_\_ associated with the playing field.

**Examples of in-venue promotions include:**

\_\_\_\_\_ promotions focus on a \_\_\_\_\_ event, as opposed to multiple events.

**Examples of event promotions include:**

\_\_\_\_\_ promotions include any promotional activities that occur \_\_\_\_\_ from an organization's facility, venue or offices.

**Examples of off-site promotions include:**

Research indicates these promotions can enhance \_\_\_\_\_

**Fan identification is:**

\_\_\_\_\_ promotions take place at every game, match or event throughout an \_\_\_\_\_ season. Effective because of the increase in the number of \_\_\_\_\_ and an elevated level of fan/consumer \_\_\_\_\_.

**An example of a full season promotion includes:**

\_\_\_\_\_ promotions involve a \_\_\_\_\_ sponsor or tie-in.

The presence of **media promotions** allow an organization to \_\_\_\_\_ attendance and event support throughout the community, ultimately helping the organization meet its goals and objectives.

# Additional Notes

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