

**Unit 7****Lesson 7.5 – Sales Game Plan (Part Two)**

Intro to Promotion &amp; Sales

**STUDENT ACTIVITY****Instructions**

Now, using the plan you created in part one of this exercise ("Creating Your Sales Game Plan"), create a specific game plan for selling products for one of the following sports / entertainment organizations.

Remember the key components of your original plan, focusing on those strategies you think will put you in the best position to succeed as a sales professional.

Choose one of the following scenarios and complete a product specific game plan for that organization.

**Sales Position Option #1:*****Sponsorship Sales Executive for the New England Revolution of Major League Soccer***

As a sponsorship sales executive for the MLS's New England Revolution, you are responsible for developing partnerships with local and national corporations. The sponsorship packages you will be selling require a substantial investment from the customer, so a careful analysis of customer needs is required to help them achieve the results they will want.

**Sales Position Option #2:*****Ticket Sales Executive for the Madison Square Garden arena***

As a ticket sales executive for the Madison Square Garden, you are responsible for selling corporate ticket packages for a number of events, including (but not limited to) the New York Knicks (NBA) games, the New York Liberty (WNBA) games, Barnum & Bailey Circus, Disney on Ice, Monster Truck Shows, the WWE, Boxing events and The Dew Tour (X-Games). With a wide variety of entertainment options as available inventory, you have a great opportunity to utilize the full-menu marketing sales method.

**Sales Position Option #3:*****Telephone Sales Representative for Ticketmaster***

As a telephone sales representative for Ticketmaster, you are responsible for receiving incoming customer calls and processing sales orders to fulfill ticket requests. You are also responsible for managing customer Internet orders. Ticketmaster handles accounts for many events across the nation.

**Sales Position Option #4:*****Inside Sales Representative for Dick's Sporting Goods***

As an inside sales representative for Dick's Sporting Goods, you are responsible for helping those customers who come in to the store with all their product needs. Specifically, you work with exercise equipment, but your job description requires that you have product knowledge of Dick's complete line of sporting goods.