

Sports Career Consulting
Sports & Entertainment Marketing Curriculum

UNIT 7 EXAM – Answer Key

True/False

Indicate whether the following sentences or statements are true or false.

- F** 1. The negotiation of an event contract with a facility or venue is not an example of the sales process.
- F** 2. An inside sales staff solicits face to face sales appointments with potential customers.
- T** 3. Customer benefits are the advantages or personal satisfaction a customer will get from a good or service.
- F** 4. The action of increasing customer awareness and interest in company products and services is not considered selling.
- F** 5. The sales call is the first step in the sales process.
- T** 6. An effective sales presentation will leave the prospective customer with the feeling that his or her company needs will be met by what the seller has to offer.
- T** 7. To be effective, direct mail must be targeted.
- T** 8. Internet selling is a form of e-commerce and is executed using the Internet.
- F** 9. Prospecting does not require extensive research.
- T** 10. Referrals can be a very effective means for generating new sales.
- F** 11. The sales process does not include customer service activities.
- F** 12. Sales professionals do not have to believe in the products and services they are selling to enjoy a successful sales career.
- T** 13. Responding quickly to customer complaints is an easy way for an organization to improve its customer service efforts.
- F** 14. Promotion is the same thing as advertising or marketing.
- T** 15. The customer service experience begins when the customer leaves for the event and does not conclude until they have left their parking space.
- T** 16. Trade shows and other exhibition events could be included in the promotion mix.
- T** 17. Event promotions focus on a single event, as opposed to multiple events.

- F** 18. Sales promotions are usually long term, encouraging consumers to take the time to make the best possible purchasing decision.
- T** 19. Employers look for self motivated individuals when hiring sales professionals.
- F** 20. For most segments of the sports and entertainment industry, less than 10% of all consumers are referred by word of mouth from existing customers.

Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

- B.** 1. _____ is selling a variety of products or services that meet virtually any customer needs and/or wants.
 - a. Customer service
 - b. Full-menu marketing
 - c. Feature-benefit selling
 - d. Need-based selling
- D.** 2. Which of the following is a common characteristics or personality trait of a successful sales professional?
 - a. The salesperson must believe in the product
 - b. The salesperson must have self confidence
 - c. The salesperson should be a good listener
 - d. All of the above
- D.** 3. Which of the following is not a step in the sales process?
 - a. Presentation/proposal
 - b. Evaluation
 - c. Service
 - d. None of the above
- A.** 4. _____ exist as a tool to help generate sales and retain existing customers:
 - a. Promotions
 - b. Management teams
 - c. Sports
 - d. Entertainment
- A.** 5. Which of the following is not an example of an objection?
 - a. "Where do I sign?"
 - b. "That isn't in the budget..."
 - c. "I need to discuss this with my business partner first..."
 - d. "No way. Not in a million years..."
- D.** 6. Sports promotion could describe the process of _____.
 - a. Athlete representation
 - b. Marketing consulting
 - c. Sponsorship fulfillment
 - d. All of the above
- C.** 7. Which of the following characteristics do employers look for in individuals when hiring sales professionals?
 - a. Intimidating personality
 - b. An excellent "poker face"
 - c. A strong work ethic
 - d. Someone who enjoys talking
- A.** 8. _____ focus on a single event, as opposed to multiple events and could

include fireworks displays, film sneak previews, entertainment acts and special appearances.

- a. Event promotions
- b. Sponsorship programs
- c. Ticket sales
- d. All of the above

- C.** 9. _____ is a very detail oriented process requiring careful research and analysis of companies that have potential as consumers to become a customer.
- a. Customer service
 - b. Networking
 - c. Prospecting
 - d. None of the above

- B.** 10. A proposal is typically _____.
- a. Non-negotiable
 - b. Customized to cater to specific customer needs
 - c. Not created with customer's best interests in mind
 - d. None of the above

- B.** 11. _____ refers to sales professionals that primarily communicate with customers in person.
- a. Inside sales
 - b. Outside sales
 - c. Professional sales
 - d. Corporate sales

- D.** 12. Contest giveaways, lucky game programs/lucky seat promotions and giveaways at the door are examples of _____ promotions.
- a. Sales promotions
 - b. On-field promotions
 - c. Event promotions
 - d. In-venue promotions

- A.** 13. _____ are the basic, physical, and extended characteristics of an item.
- a. Product features
 - b. Product benefits
 - c. Product values
 - d. None of the above

- D.** 14. Which of the following is a common sales strategy?
- a. Transactional selling
 - b. Collaborative selling
 - c. Team selling
 - d. All of the above

- C.** 15. _____ refers to the efforts of an organization to secure new business from prospective customers via outbound phone calls.
- a. Direct mail
 - b. Publicity
 - c. Telemarketing
 - d. All of the above

- B.** 16. _____ occur when an existing customer recommends another organization or individual to a sales professional as a potential customer.
- a. Cold calls
 - b. Referrals
 - c. Telemarketing
 - d. None of the above

- C.** 17. _____ is a strategy in which a sales professional will seek additional sales opportunities by involving him/herself in local organizations and functions in an effort to connect with as many new people as possible.
- a. Community involvement
 - b. Community relations
 - c. Networking
 - d. A and B above

- D.** 18. _____ refer to a sales professional's effort to generate new business through outgoing telephone calls without any previous communication with the call's recipient.
- | | |
|-----------------|---------------|
| a. Inside sales | b. Networking |
| c. Referral | d. Cold calls |
- C.** 19. What type of marketing involves activities one business makes in effort to sell their products and services to another business?
- | |
|----------------------|
| a. Business Direct |
| b. B.O.B. |
| c. B2B |
| d. None of the above |
- D.** 20. A specific promotional strategy could include _____.
- | | |
|--------------------|-----------------------|
| a. Sales promotion | b. In-venue promotion |
| c. Event promotion | d. All of the above |

Matching

Match each item with the correct corresponding definition below.

- | | | |
|----------------------------|---------------------|---------------|
| a. Sales | b. Personal selling | c. Promotion |
| d. Feature-benefit selling | e. Promotion mix | f. Up selling |
| g. Customer service | h. Objections | i. Proposal |
| j. Close | | |

- E.** 1. Consists of any combination of advertising, sales promotion, publicity, direct marketing, and personal selling.
- G.** 2. Action taken by the seller to make the relationship between the organization and its customers is satisfactory.
- B.** 3. Any person-to-person communication in which the seller has an opportunity to influence the consumer's buying decisions.
- I.** 4. A written recommendation of products or services his or her organization may offer to meet those customer needs uncovered in the needs analysis.
- F.** 5. The process of selling additional products to a customer at the time of the order.
- J.** 6. The stage of the sales cycle where the prospective customer and the sale professional come to an agreement in which the customer commits to a purchase of some kind.
- C.** 7. Any form of communication used to inform, persuade, or remind people about a business's products or services.
- A.** 8. The process of determining customer needs and wants through planned, personalized communication intended to influence purchase decisions and ensure satisfaction.

- H.** 9. A prospective customer's concerns or hesitations in making a purchase decision.
- D.** 10. A sales process which involves the matching of specific product features to a customer's needs and wants

Short Answer

1. List three examples of a sales activity in sports and entertainment marketing.

Selling group tickets to a play, negotiating an event contract with a facility or venue, soliciting donations from alumni to fund scholarship opportunities and selling an event sponsorship package are all examples of sports and entertainment sales activities.

Please note that this question could result in a number of different answers.

2. List three different personal selling categories in the sports and entertainment industry.

Personal selling categories include inside sales, outside sales and box office sales.

3. List five common characteristics of successful sales professionals.

Characteristics consistent with successful sales professionals include belief in the product, listening skills, sense of humor, self motivated and self disciplined, strong work ethic, personable, knowledgeable, self confidence, ability to build and maintain relationships, thick skin and effective time management skills.

4. List and give examples of three types of promotions.

Forms of promotion could include sales promotions, on-field promotions, in-venue promotions, event promotions, off-site promotions, full season promotions or media promotions.

5. Identify three components of the promotions mix.

The promotion mix consists of any combination of advertising, sales promotion, publicity, direct marketing, and personal selling and could include trade shows and other exhibition events.

Essay

Students should thoughtfully develop the key concepts listed in the answer key below.

1. Explain the steps in the sales process.

(1) Understand the product or service

- 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?

(2) Identify prospective customers and develop leads

- Leads are the names of individuals and companies who could become future customers
- This step is often referred to as prospecting

(3) Qualify and gather information about a prospective customer

- Do they have experience with your team, venue, or event?
- What influence do they have over the purchasing decision?

- (4) Contact prospective customers (the sales call)
 - The sales call is the initial form of communication in which the salesperson makes contact with the prospective customer
- (5) Establish credibility, rapport and a reason to communicate with the customer
 - 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
- (6) Develop and confirm a customer's needs
 - 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
- (7) Presentation and proposal
 - Increase customer awareness and interest in company products and services
 - This information is often shared and presented in the form of a proposal
 - A proposal is a written recommendation of products or services his or her organization may offer to meet those customer needs uncovered in the needs analysis
 - Each proposal is customized to meet specific customer needs
- (8) Ask prospective customers to act on an interest in company products or services
 - Asking for acceptance of the proposal or for a purchase decision
- (9) Handle objections
 - Objections are a prospective customer's concerns or hesitations in making a purchase decision
 - 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
 - Potential objections
 - "I'm not interested...", "I'm too busy right now...", "That isn't in the budget..."
- (10) Close
 - The close is the stage of the sales cycle where the prospective customer and the sales professional come to an agreement on pricing and services, in which the customer typically commits to a purchase of some kind
 - The close is when the prospective customer becomes an official client
- (11) Follow up
 - The follow up stage is critical to ensure a satisfied and happy customer
 - 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
- (12) Fulfillment and service
 - Fulfillment is the process of following through and delivering on all promised services to the customer
 - Meeting and exceeding customer expectations is integral to retaining their business in the future
 - Renewal is the agreement between the organization and customer to continue the business relationship for a pre-determined, often times contractual, period of time
- (13) Evaluation
 - Measuring 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

2. Explain the importance of customer service.

Customer service is the action taken by the seller to make the relationship between the organization and its customers satisfactory. Many organizations strive to meet and exceed customer expectations, often times integrating service goals with company mission statements.

Customer service represents a critical step in the sales process and is ultimately about gaining and retaining the customer base. Ultimately, the role of customer service is to help customers enjoy their relationship with the sports or entertainment organization.

The customer service experience begins when the customer arrives at the event and does not conclude until they have left their parking space after the event.