

# Sports & Entertainment Marketing

## Student Note Taking Guide, 2020-21 Edition

### Unit 7 Student Notes Guide: Introduction to Promotion & Sales

#### 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.*

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#### 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
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#### LESSONS

- Lesson 7.1** Understanding Sales  
**Lesson 7.2** The Sales Process  
**Lesson 7.3** Sales Strategies, Skills & Techniques  
**Lesson 7.4** Importance of Customer Service  
**Lesson 7.5** Sales Professionals  
**Lesson 7.6** Promotion
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#### KEY TERMS

**B2B**  
**Personal Selling**  
**Sales**

**Customer Service**  
**Promotion**  
**Up selling**

**Feature-Benefit Selling**  
**Promotion Mix**

**Objection**  
**Proposal**

## **Lesson 7.1**

### **Understanding Sales**

Define **sales**

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

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

Why is selling important?

- 1.
- 2.
- 3.

Define **personal selling**

The personal selling process is a:

Personal selling is the only form of sales that involves direct contact between the \_\_\_\_\_ professional and potential \_\_\_\_\_.

Benefits to personal selling could include:

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

*Personal selling categories:*

1. \_\_\_\_\_ 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

Typically utilized for products and services that require minimal investment levels, such as \_\_\_\_\_

Telemarketers are:

2. \_\_\_\_\_ sales

Refers to sales professionals that primarily communicate with customers in person

Could include:

Also referred to as " \_\_\_\_\_ " or " \_\_\_\_\_ "

3. \_\_\_\_\_ 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*

1. 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:

2. Full \_\_\_\_\_ marketing

Full menu marketing is the selling of:

3. E-Commerce

Refers to the process of buying and selling of goods:

4. \_\_\_\_\_ 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:

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

## Lesson 7.2

### The Sales Process

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

1. Steps to effective implementation and management of the sales process
  - a.
    1. What inventory (seat locations etc.) is available to be sold?
    2. How much does the product or service cost?
    3. What are the features and benefits to your product or service?
  - b.
    1. Leads are the names of
    2. This step is often referred to as *prospecting*
  - c.
    1. Do they have experience with your team, venue, or event?
    2. What influence do they have over the purchasing decision?
  - d.
    1. The sales call is
    2. Sales calls can take place via telephone, e-mail or in person
    3. Utilized by both inside sales and outside sales representatives
    4. Oftentimes salespeople will use a pre-written script to help guide them with a telephone sales call
  - e.
    1. Secure a sale or, more likely, schedule a face-to-face appointment
    2. The face-to-face appointment provides a valuable opportunity for the sales professional to build rapport and establish a relationship with the customer
  - f.
    1. 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
  - g.
    1. Increase customer awareness and interest in company products and services
    2. This communication takes place in some form of a presentation
    3. This information can be presented in the form of a proposal

4. A **proposal** is
  5. Each proposal is customized to meet specific customer needs
- h.
1. Asking for acceptance of the proposal or for a purchase decision
- i.
1. Define **objections**
    - i. Occur when there is lingering doubt or unanswered questions in the mind of the prospect
    - ii. The prospective customer may be favorably inclined to make a purchase but needs clarification, more concessions, or approval by another party
  2. It is the responsibility of the sales professional to
  3. Objections could include
    - i.
    - ii.
    - iii.
- j.
1. The close is the stage of the sales cycle where
  2. The close is when the prospective customer becomes an official client
  3. Sales professionals often make the mistake of thinking this is the last step of the sales process
- k.
1. The follow up stage is critical to ensure
  2. The organization is responsible for ensuring all services agreed upon throughout the sales process are fulfilled
  3. Much new business for any organization comes from existing business

l.

1. Fulfillment is the process of
2. Meeting and exceeding customer expectations is integral to retaining their business in the future
3. Renewal is the agreement between sponsor and sponsee to continue with a sponsorship for a pre-determined, usually contractual, period of time
4. Renewals also occur between ticket holders and an organization

m.

1. \_\_\_\_\_ the results of a promotional investment (season tickets, luxury suites, sponsorships, endorsement agreements) help an organization determine its effectiveness
2. Evaluations are typically objective (sales fluctuations) but can also be subjective (increased media attention or public awareness)
3. 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
4. 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 and Techniques

#### *Personal sales strategies*

1. \_\_\_\_\_ selling

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

2. \_\_\_\_\_ selling

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

3. \_\_\_\_\_ 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:

Prospecting is a very detail oriented process requiring careful:

A sales professional might research:

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

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



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

Define **customer service**

Many organizations strive to meet and exceed customer expectations, often times 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

When does the customer service experience begin?

Who are the customers?

1.

*The benefits of customer service*

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

1.

2.

3.

4.

5.

6.

*Why is customer service important?*

According to Customer Service Institute, it can cost up to 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

"Up selling" opportunities become more frequent with \_\_\_\_\_ customers

Define **up selling**

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

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 Promotion

Define **promotion**

Promotions exist as:

Critical elements of sports promotion could include:

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

The goals of sports and entertainment promotion include:

- 1.
- 2.
- 3.

*Promotion mix*

Define **promotion mix**

Key factors that affect decisions regarding the promotions mix include:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

## *Forms of promotion*

\_\_\_\_\_ promotions

Involves activities or communications that encourage consumers to purchase products or services

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

Sales promotion activities could include:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

\_\_\_\_\_ 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

On-field promotions could include:

- 1.
- 2.

\_\_\_\_\_ promotions

Take place in areas within a facility \_\_\_\_\_ associated with the playing field

Examples of in-venue promotions could include:

- 1.
- 2.
- 3.

\_\_\_\_\_ promotions

Focus on a \_\_\_\_\_ event, as opposed to multiple events

Examples of event promotions could include:

1.

2.

\_\_\_\_\_ promotions

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

Examples of off-site promotions could include:

1.

2.

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 could include:

1.

\_\_\_\_\_ 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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