



Group Sales Superstar

The 10 Question Cheat Sheet

1. Have you been to a game? Are you familiar with our team?
2. What other events have they done?
3. Likes/Dislikes at the events they have done? Things to improve?
4. Attendees? Family or just group members? Percentage of groups who attends. Good turnout, bad turnout?
5. What goals do they want to accomplish with an outing?
6. Time of the year? How far in advance do you plan?
7. Who usually pays?
8. What price range to they want to stay in? Food and drinks included?
9. How do you market the event to group members? Flyers, posters, email?
10. Decision making process? Committee, boss?