

How different industries benefit from owning sports tickets

For the salesperson calling on corporations

Introduction

With *The Ultimate Toolkit to Sell the Last Seat in the House*, we've provided you the fundamental tools to make an appointment with any CEO in your territory.

We've also given you a step-by-step on how to ask the right questions and present your team's ticket products to close a high percentage of sales.

Once you've mastered the fundamentals, it's time to get a little bit deeper and more specific about some of the key industries you may be calling on. There are two types of companies in your market. 1) Companies that have 'one and done' transactions with a customer; such as buying groceries, jeans, gas, a car and 2) companies that maintain on-going relationships with their clients. This is just about everyone else. These are the best companies to target for ticket packages to maintain those relationships with clients and develop new relationships.

Our goal with this industry education is to help you be more knowledgeable and smarter about how each type of business works before you even walk through the door for that sales call.