

# The Sports Sales Mindset Action Guide

---

**Ask yourself these important questions:**

How do I become the 800-pound Gorilla aka the dominant player in my field?

How do I create an experience beyond just a sale for someone?

What questions do I ask in order to know the customer and be the best in sales?

---

**Question One:** Do you know the product of your product? (Remember, this is NOT the actual item you are selling. Put yourself in your client's shoes when answering this question).

**Question Two:** What is your street to seat experience? Briefly explain how you would tell someone who has never been to your venue before. Paint the picture in their mind only using your words, no photographs or video.

**Question Three:** What is your story, or who is your authentic-self? What makes you unique? What qualities or characteristics can set you apart from everyone else on the market right now?

**Question Four:** What are three new action steps you can implement this week? Take three new ideas that you are not current using and briefly describe how you'll put them into action. It can be as simple as changing my language to tell someone they would be a 'hero' for purchasing group tickets.

**Question Five:** What are three long term goals you want to set? How will you change your approach to ticket sales over this next year? What creative and innovative ideas can you bring to your job?

***What's next?***

Visit the online forums to share some of your answers. Feel free to give examples of creative ticket sale ideas that have worked for you in the past, or new ideas you want to try. Ask questions of your fellow SEA members and learn ways to improve your own sales.