

# Arizona Coyotes

Inside Sales Program



**We want YOU to  
Be OUR next  
Hall of Famer!**



Arizona Coyotes Hockey Club

9400 W. Maryland Ave.

Glendale, AZ 85305

623-772-3200

[www.ArizonaCoyotes.com](http://www.ArizonaCoyotes.com)

# We Want You To Be Our Next Hall Of Famer!

## Inside Sales Program



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- The Arizona Coyotes Inside Sales program is your first step to a successful career working in sports. Inside Sales is where many top level executives in the NBA, NHL, NFL and MLB started their career. As an Inside Sales Representative for the Arizona Coyotes you will have the opportunity to sell multiple entertainment packages for the Arizona Coyotes.
  - In addition to the excitement inside Gila River Arena, we are located in the Westgate City Center. The Westgate City Center is the crown jewel of Arizona and includes 3,500,000 square feet of retail, offices and entertainment. In addition to all the excitement surrounding the Coyotes and Westgate, we have also had the opportunity to host 2007 Division 1 National Championship Football game, the 2008 NFL Super Bowl and the 2014 Super Bowl.
  - As you can imagine, we are extremely excited for the upcoming season with one of the most youthful and exciting teams in the NHL and the continued growth of the Westgate City Center. We want you to be a part of our history in 2015-16 as we move into a new generation as a NHL franchise.
  - We are currently looking for candidates that are extremely positive, passionate, hard working, show leadership and are willing to learn. You don't need years of experience in the sports world as we will help in preparing you to become a successful sales executive. Over 75% of our current senior level executives started directly out of college and flourished quickly as Inside Sales Representatives over the years.
  - The Arizona Coyotes management team, along with sales trainers from the NHL and NBA, will assist you in daily training to make you the best possible Inside Sales Representative you can be.
  - As an organization, we are focused on delivering a great experience both on and off the ice during the 2015 – 2016 season. If you are interested in a career with the Arizona Coyotes, please contact me personally. I look forward to hearing from you and helping you become part of our Hall of Fame!

Sincerely, Jesse Whalen

Inside Sales Manager

Arizona Coyotes & Gila River Arena

# Arizona Coyotes Overview

Inside Sales Program



- **Arizona Coyotes Workplace**

- The Arizona Coyotes organization has established itself as a leader in building and shaping young careers. The Coyotes Sales & Service and the Hockey Operations Department, led by Dave Tippett & Don Maloney are determined to put the Coyotes in the top echelon of Professional Hockey Organizations.

- **Behind the Scenes**

- The Arizona Coyotes Sales & Service team is built on the characteristics that made our head coach successful as a player – **hard work, passion, positive attitude, leadership and a willingness to learn!**
- By joining our sales and service team, you put yourself in a position to become part of a sales culture that is known for its commitment to developing careers in the sports industry.

Our sales team lives by the quote,

**“You miss 100% of the shots you don’t take.”**

– *Wayne Gretzky*

# Program Initiatives

## Inside Sales Program



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- The Arizona Coyotes Inside Sales Program was designed to foster and grow young professionals in the sports industry. This program is built from the principles and sales techniques that are industry standards in the NHL, NBA, MLB and NFL. The majority of executives working in professional sports started their careers in an Inside Sales Program.
  - As an Inside Sales Representative, you will be given the opportunity to sell and market all Arizona Coyotes Events and select Gila River Arena Events , representing over 80 events annually.
  - Your education and career growth is our number one concern. Since the program was introduced in 2005, it has produced over 60 Senior Level promotions. These promotions have included positions such as Senior Sales, Group Sales, Arena Sales, Customer Service, Community Relations, Coyotes Charities, and Management. In the last 18 months we have promoted eight (8) inside sales reps into full time roles with the company.

# A Day In The Life

## Inside Sales Program

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- The Inside Sales Program offers you the opportunity to sell and market multiple ticket packages. As part of the program you are considered a full menu ticket sales representative with the ability to sell full seasons, partial plans, group tickets and premium club seating for the Arizona Coyotes and Gila River Arena
- In the early stages, you'll spend a considerable amount of time building your account base. The majority of your business will come through phone calls and in-arena tours. Our marketing team does a great job providing you with quality leads to prospect new business and build quality relationships.
- Examples of some of the lists you will be calling:
  - *Cancelled Accounts / Internet/Prospector*
  - *Single Game Buyers and in-game Enter To Wins / Household Income Levels*
  - *Sports Fans / Chamber of Commerce*
  - *Top Area Businesses / Ticketmaster*
- The Inside Sales Program teaches you the fundamentals of selling and servicing in professional sports. The effort you put into the program will determine how quickly you become a top level executive

# Seating Inventory

Inside Sales Program



- This opportunity gives you the flexibility to be a full-menu sales representative. You'll have the ability to sell Arizona Coyotes full seasons, partial plans and group tickets. In addition to our general seating, you'll have the ability to sell premium and club areas for the Arizona Coyotes and Gila River Arena
- Our current premium sales inventory includes:
  - The all-inclusive BMW iLounge
  - State of the art, club-level mix 1 Club
- The Arizona Coyotes sales team is dedicated to creating new and innovative packages to assist in the sales process. We also offer guests the finest benefits including behind-the-scenes tours, chalk talks, team meet- and-greets, backstage passes, autographed jerseys, and much more



# Quality of Life

## Inside Sales Program



- Phoenix averages 325 days of sunshine per year
- The daily average high in Phoenix is 84 degrees, with an average mean of 73 degrees with fantastic weather during the winter months!
- Westgate, Downtown Phoenix and Scottsdale provide a great atmosphere for dining, relaxing and all around entertainment
- Spring Training baseball is one of the most anticipated events of the season
- The Waste Management Open is played in Scottsdale and features players such as Phil Mickleson and Tiger Woods
- Host of the Barret-Jackson car and auction show, the largest in the U.S.
- Host of the NASCAR Sprint Cup Series located at the Phoenix International Raceway
- Host to four professional sports franchises





# Growing Phoenix Market

## Inside Sales Program



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- The Phoenix economy is strong , vibrant and has fostered incredible growth, making it the sixth-largest city (surpassing Dallas) in the United States with an estimated population of nearly 1.5 million and anchoring a growing metropolitan area of 3.5 million people.
  - More than half of the state’s population resides in Maricopa County, which includes the cities of Phoenix, Mesa, Glendale, Scottsdale, Tempe, Surprise, Chandler, Peoria and Gilbert.
  - More than 50 percent of the population is between 18 and 54 years of age, which is younger than the national average.
  - More than 13 million people visit Phoenix each year and more than 29 million people visit Arizona each year
  - There are over a half million Canadians that live in Phoenix and that number is growing



# Events At Gila River Arena

## Inside Sales Program



### Past events include:

- American Idols '07
- Tim McGraw & Faith Hill
- Hannah Montana
- So You Think You Can Dance?
- Van Halen
- Fall Out Boy Ozzy Osbourne Dane Cook Stevie Wonder  
Andrea Bocelli
- Mannheim Steamroller
- Foo Fighters
- Wiggles
- Justin Timberlake and Katy Perry
- Iggy Azalea
- Bon Jovi
- Nickelback
- Queen with Paul Rodgers
- Brad Paisley, Sara Evans, Josh Turner
- Bruce Springsteen
- Madonna
- Kenny Chesney
- Red Hot Chili Peppers Tom Petty, John Mayer Dixie  
Chicks with
- Trans-Siberian Orchestra



# Westgate City Center

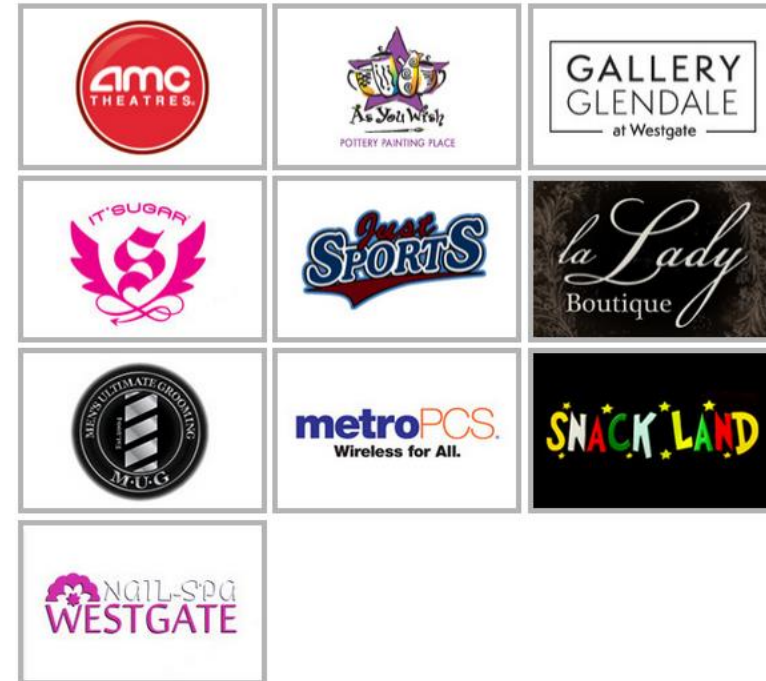
Inside Sales Program



## Dining Options



## Retail/Entertainment Options



Over 150 stores at the Tanger Outlet Mall!

# Leadership Team

## Inside Sales Program



**Jesse Whalen**  
Manager of Inside Sales

Jesse Whalen is in his second season with the Arizona Coyotes and graduated from Bowling Green State University as part of the Sport Management program. He started his career with the Lake Erie Monsters (AHL) in Inside Sales and was promoted to the senior sales team as a Sales Consultant where he sold full menu for four different teams including the Lake Erie Monsters, Cleveland Cavaliers, Canton Charge (D-League) and Cleveland Gladiators (AFL). He continued to build upon his leadership skills heading the Night Sales program.

After three years in Cleveland, he left to take on the Premium Sales/Club Seat Sales Account Executive role with the Arizona Cardinals where he was a top performer in club seat sales. After one year he took a new challenge as the Manager of Inside Sales with the Arizona Coyotes where he leads the Inside Sales team on a daily basis training the sales process and how to be a top seller and professional in the industry.

Jesse is originally from Cincinnati, OH, an avid fan of the Cincinnati Reds, Bengals & Bearcats and he resides in Avondale on the west side of Phoenix.

His philosophy and culture portrays a work hard, play hard attitude that continues to mentor and build the future industry stars in multiple leadership positions. His two main goals are to develop people (young talent) and exceed sales goals.

# Hall Of Fame

## Inside Sales Program



- **Sr. Director of Ticket Sales**
  - Chris Zaber, Atlanta Thrashers and Hawks
- **Director of Sales**
  - Eric Reddy, America East Conference
- **Senior Sales Manager**
  - Robert Miller, New Orleans Hornets
  - Justin Brickner, Fiesta Bowl
- **Fan Experience Manager**
  - Anthony III, New Orleans Hornets
- **Internal Communications Manager**
  - Brittany Cranston, New Orleans Hornets
- **Inside Sales Manager**
  - Jacob Reid, Charlotte Bobcats
- **Regional Business Development Manager**
  - Jamie Guin, New Orleans Hornets
- **Service Account Manager**
  - Trey Young, Houston Texans
- **New Business Development**
  - Ryan Picou, Dallas Cowboys
  - Matt Hergenrader, Fiesta Bowl
  - Phil Martin, Tampa Bay Buccaneers
- **Season Ticket Services Manager**
  - Karen Kuhn, Charlotte Bobcats
- **Accounts Receivable**
  - Garrett Drummond, Sacramento Kings
- **Premium Sales Account Manager**
  - Wade Leaphart, Charlotte Bobcats
  - Damon Roschke, Charlotte Bobcats
  - Mike Shane, Washington Nationals
- **VP of Ticket Sales**
  - David Burke, Colorado Avalanche

# Successful Professionals

## Inside Sales Program



- **The following have completed the Arizona Coyotes Inside Sales Program**
- - **Sr. Account executive**
    - Justin Fenlon, Shawn Doss, Jim Ludwig, Ryan Winkler, Will Behrens
  - **Group Sales Representative**
    - Cody Haynes, Jacob Carlson, Greg Fombelle, Steve Pomerantz
  - **Business Development & Customer service Representative**
    - Ryan McCormick, Ashley Holstrom, Bryan Tompkins, Andrew Malek
  - **Inside Sales Manager**
    - Joel Munson
  - **Youth Hockey Coordinator**
    - Scott Storkan
  - **Over 75% of our current full time staff started in the Inside Sales Program**
- **Dustin Vicari**
  - *Sales Consultant, Dallas Cowboys*
- **Matt Warneke**
  - *Co-GM/Corporate Sales, Casper Rockies Professional Baseball*
- **Rob Zuer**
  - *Premium Sales Representative, Houston Rockets*
- **Yancey Jones**
  - *Premium Sales Executive & Telemarketing Manager, St. Louis Blues*
- **Mark Anderson**
  - *Account Executive, Lehigh Valley Iron Pigs*
- **David Norton**
  - *Assistant Athletic Director, Hofstra University*
- **Megan Whiting**
  - *Customer Service Rep, Penn Head Racquet Sports*
- **Michael Pellegrini**
  - *Customer Service Rep, Penn Head Racquet Sports*

# Inside Sales Role

## Inside Sales Program



- **Inside Sales Job Description**

- Under the direction of the Manager of Inside Sales, the Inside Sales Representative responsibilities include prospecting to sell and service new accounts, create new ideas to increase both Season & Group ticket sales. Perform basic office functions as needed. Please Note: The Inside Sales Representative position has consistently been our main feeder system to our Full Time Season Ticket & Group Sales teams. This position is part time/hourly working up to 29.5 hours per week.

- **Key Tasks and Responsibilities:**

- Sell Arizona Coyotes and Gila River Arena ticket products including group tickets, season tickets, partial & mini plan packages and individual event ticket products.
- Build relationships to provide repeat business, maximize cross selling opportunities and excellent customer service.
- Proactively create opportunities for new business with existing customers.
- Daily dedication to making a minimum of (85) out of season and (75) in-season quality outbound calls from provided lists of Coyotes game buyers as well as other lead sources including area companies to sell season, group and partial plan ticket packages.
- Call past customers and solicit new sales leads to generate incremental Season, Mini & Group Sales opportunities.
- Handle incoming sales calls from sales prospects for all ticket products.
- Conduct in-arena appointments and tours of Gila River Arena to assist in closing new business and developing new relationships.
- Meet or exceed assigned sales goals for all ticket products.
- Document and maintain all Sales touch-point activities within the CRM system.
- Engage fans on game nights at the Sales Center to build database and to support ticket sales promotional initiatives.

- **Required Knowledge/Skills/Job Qualifications:**

- Excellent communication skills, both written and oral
- Manage multiple relationships well
- Detail oriented and organized
- Aggressive, competitive and committed
- Highly motivated with a desire to be successful
- Effective time management skills
- Teamwork

**Experience:** Prior telemarketing and/or sales experience is preferred but not required

**Material and Equipment Used:** Daily use of Ticketmaster and Archtics software and well as Excel and Microsoft CRM

# Inside Sales Compensation Plan

## Inside Sales Program



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- **Hourly Rate**

- \$10/hour + uncapped commission

- **Benefits:**

- Sales Contests (Cash grabs, lunch, paid days off, prizes, suite tickets, gift cards etc.) / Tiered commission
- Discounted employee tickets
- Local discounts to retail stores, restaurants and local area businesses

- **First Year Earning Potential:**

- Range of \$23,740-\$31,340

## Contact Information

Jesse Whalen

Manager of Inside Sales

623-772-3293 Office

623-850-3567 Cell

[Jesse.Whalen@ArizonaCoyotes.com](mailto:Jesse.Whalen@ArizonaCoyotes.com)

Sam Bays

Ticket Sales Manager

623-772-3297 Office

[Sam.Bays@ArizonaCoyotes.com](mailto:Sam.Bays@ArizonaCoyotes.com)