

# NATIONAL "SHARE THE SUCCESS" DAY

## POD CALL SUCCESS STORIES

### CAPTAINS



Zach Watson  
Account Executive - Colorado



Ryleigh Gordon  
Sales Manager - Tennessee



Sam Starrett  
Senior Account Executive - Penn St



Greg Smith  
Senior Account Executive - PRT

### PRESENTERS



Kimberly Pogue



Allie Stein



Mason Garrett



Brent Vogel



Brent Koepner



Madi Bradley



Kristina Grigos



Shene Swanson



Justin Besz



Zach Mahon



Nick Heftkamp

WEDNESDAY, OCTOBER 7TH  
1:00 PM CT

# NATIONAL SHARE THE SUCCESS DAY 2020

# Batting Order

## Zach Watson

- Brent Kepner (Penn State)
- Kimmie Pogue (Kansas State)
- Madi Bradley (Oregon)

## Ryleigh Gordon

- Allie Stein (SMU)
- Kristina Grigos (Duke)
- Shane Swanson (Oregon)

## Sam Starrett

- Mason Garrett (UNC)
- Justin Besz (Oklahoma)

## Greg Smith

- Brent Vogel (Washington State)
- Zach Mahon (Tennessee)
- Nick Heitkamp (Kansas State)

Learfield | IMG College  
Ticket Solutions

## NATIONAL "SHARE THE SUCCESS" DAY

POD CALL SUCCESS STORIES

### CAPTAINS

Zach Watson  
Account Executive - Colorado

Ryleigh Gordon  
Sales Manager - Tennessee

Sam Starrett  
Senior Account Executive - Penn St

Greg Smith  
Senior Account Executive - PIR

### PRESENTERS

Kimberly Pogue

Allie Stein

Mason Garrett

Brent Vogel

Brent Kepner

Madi Bradley

Kristina Grigos

Shane Swanson

Justin Besz

Zach Mahon

Nick Heitkamp

WEDNESDAY, OCTOBER 7TH  
1:00 PM CT

# Batting Order

## Zach Watson

- Brent Kepner (Penn State)
- Kimmie Pogue (Kansas State)
- Madi Bradley (Oregon)

## Ryleigh Gordon

- Allie Stein (SMU)
- Kristina Grigos (Duke)
- Shane Swanson (Oregon)

## Sam Starrett

- Mason Garrett (UNC)
- Justin Besz (Oklahoma)

## Greg Smith

- Brent Vogel (Washington State)
- Zach Mahon (Tennessee)
- Nick Heitkamp (Kansas State)

Learfield/IMG College  
Ticket Solutions

## NATIONAL "SHARE THE SUCCESS" DAY POD CALL SUCCESS STORIES

**CAPTAINS**

- Zach Watson  
Account Executive - Colorado
- Ryleigh Gordon  
Sales Manager - Tennessee
- Sam Starrett  
Senior Account Executive - Penn St
- Greg Smith  
Senior Account Executive - PIR

**PRESENTERS**

- Kimberly Pogue
- Allie Stein
- Mason Garrett
- Brent Vogel
- Brent Kepner
- Madi Bradley
- Kristina Grigos
- Shane Swanson
- Justin Besz
- Zach Mahon
- Nick Heitkamp

WEDNESDAY, OCTOBER 7TH  
1:00 PM CT



# Brent Kepner, Sr. AE – PSU

<b>Big 9 Theme Day (Healthcare)</b>	<ul style="list-style-type: none"><li>• Historical group account</li></ul>
<b>Objections</b>	<ul style="list-style-type: none"><li>• COVID-19 impact to healthcare system</li></ul>
<b>Getting to Know (Understand the WHY)</b>	<ul style="list-style-type: none"><li>• Need to appreciate employees and families</li></ul>
<b>Outcome</b>	<ul style="list-style-type: none"><li>• 150 lower bowl group ticket commitment</li></ul>





# Kimberly Pogue, AE – K-State



## 2020 Football Mini Plans

- Season ticket holders rolled over 2021 and purchased 2020 football mini plans

## Touchpoint

- Follow up calls after first home game to solicit feedback and answer questions

## Upsell

- Provided opportunity to purchase additional mini plans

## Outcome

- 100+ additional mini plans sold by maximizing revenue through customer service



# Madi Bradley, AE - Oregon



<b>Season Ticket Renewal</b>	<ul style="list-style-type: none"><li>• Contacted in early renewal period</li></ul>
<b>Objections</b>	<ul style="list-style-type: none"><li>• Late games, traffic, parking, alcohol in stadium</li></ul>
<b>80/20 rule</b>	<ul style="list-style-type: none"><li>• Listen 80% of the time and talk 20% - be patient!</li></ul>
<b>Outcome</b>	<ul style="list-style-type: none"><li>• Presented solutions and renewed in new seating area</li></ul>



# Batting Order

## Zach Watson

- Brent Kepner
- Kimmie Pogue
- Madi Bradley

## Ryleigh Gordon

- Allie Stein
- Kristina Grigos
- Shane Swanson

## Sam Starrett

- Mason Garrett
- Justin Besz

## Greg Smith

- Brent Vogel
- Zach Mahon
- Nick Heitkamp

Learfield/IMG College  
Ticket Solutions

## NATIONAL "SHARE THE SUCCESS" DAY

POD CALL SUCCESS STORIES

### CAPTAINS

Zach Watson  
Account Executive - Colorado

Ryleigh Gordon  
Sales Manager - Tennessee

Sam Starrett  
Senior Account Executive - Penn St

Greg Smith  
Senior Account Executive - PIR

### PRESENTERS

Kimberly Pogue

Allie Stein

Mason Garrett

Brent Vogel

Brent Kepner

Madi Bradley

Kristina Grigos

Shane Swanson

Justin Besz

Zach Mahon

Nick Heitkamp

WEDNESDAY, OCTOBER 7TH  
1:00 PM CT

# Allie Stein, AE – SMU



## Lapsed Season Ticket Holder

- No season tickets since 2018 football season

## Objections

- Seat location, parking and the “brush-off” response

## Make a Connection (I/My)

- Navy on home schedule – mutual interest in game

## Outcome

- 2 New FB Season Tickets





# Kristina Grigos, AE - Duke



## Former Season Ticket Holder

- Lead list of former ticket holders from 2015 - 2019

## Objections

- Moved out of the area and currently has 5-hour drive

## Pitch

- Leveraged passion and educated them on a ticket donation opportunity

## Outcome

- Purchased 20 group tickets through “All for Kids” program



# Shane Swanson, AE - Oregon



## Season Ticket Renewal

- Contacted renewal account during Power Hour

## Objections

- Adamant about not renewing due to late kickoff times

## Cushion and Clarify

- Late kickoff times are the norm for successful programs

## Outcome

- Renewed + added seats



# Batting Order

## Zach Watson

- Brent Kepner
- Kimmie Pogue
- Madi Bradley

## Ryleigh Gordon

- Allie Stein
- Kristina Grigos
- Shane Swanson

## Sam Starrett

- Mason Garrett
- Justin Besz

## Greg Smith

- Brent Vogel
- Zach Mahon
- Nick Heitkamp

Learfield/IMG College  
Ticket Solutions

## NATIONAL "SHARE THE SUCCESS" DAY

POD CALL SUCCESS STORIES

### CAPTAINS

Zach Watson  
Account Executive - Colorado

Ryleigh Gordon  
Sales Manager - Tennessee

Sam Starrett  
Senior Account Executive - Penn St

Greg Smith  
Senior Account Executive - PIR

### PRESENTERS

Kimberly Pogue

Allie Stein

Mason Garrett

Brent Vogel

Brent Kepner

Madi Bradley

Kristina Grigos

Shane Swanson

Justin Besz

Zach Mahon

Nick Heitkamp

WEDNESDAY, OCTOBER 7TH  
1:00 PM CT

# Mason Garrett, Sales Mgr – UNC



## Football Renewal Account

- Sold Recent Grad season tickets 2 years ago

## Build Rapport

- Developed strong relationship over the years

## Upsell

- Interested in adding seats and eligible for Blue Zone football premium seating

## Outcome

- Avoided COVID-19 refund request and saved revenue





# Justin Besz, AE – Oklahoma



## Football Renewal Account

- Attempting to renew fans during COVID-19 outbreak

## Building Rapport

- Leveraging A.D.'s intent to take care of fans

## Finding the WHY

- Personal stories and connection to OU

## Outcome

- Converted season ticket money to Sooner Relief Fund



# Batting Order

## Zach Watson

- Brent Kepner
- Kimmie Pogue
- Madi Bradley

## Ryleigh Gordon

- Allie Stein
- Kristina Grigos
- Shane Swanson

## Sam Starrett

- Mason Garrett
- Justin Besz

## Greg Smith

- Brent Vogel
- Zach Mahon
- Nick Heitkamp

The graphic is a promotional poster for a pod call event. At the top, it features the 'Learfield | IMG College Ticket Solutions' logo. Below this is a large red banner with the text 'NATIONAL "SHARE THE SUCCESS" DAY' in white, and 'POD CALL SUCCESS STORIES' in black below it. The event is organized into two main sections: 'CAPTAINS' and 'PRESENTERS'. The 'CAPTAINS' section includes four individuals: Zach Watson (Account Executive - Colorado), Ryleigh Gordon (Sales Manager - Tennessee), Sam Starrett (Senior Account Executive - Penn St), and Greg Smith (Senior Account Executive - Pitt). The 'PRESENTERS' section includes eight individuals: Kimberly Pogue, Allie Stein, Mason Garrett, Brent Vogel, Brent Kepner, Madi Bradley, Kristina Grigos, Shane Swanson, Justin Besz, Zach Mahon, and Nick Heitkamp. The background of the graphic features silhouettes of people cheering with their arms raised. At the bottom, the event details are listed: 'WEDNESDAY, OCTOBER 7TH' and '1:00 PM CT'.

Learfield | IMG College  
Ticket Solutions

## NATIONAL "SHARE THE SUCCESS" DAY

POD CALL SUCCESS STORIES

### CAPTAINS

Zach Watson  
Account Executive - Colorado

Ryleigh Gordon  
Sales Manager - Tennessee

Sam Starrett  
Senior Account Executive - Penn St

Greg Smith  
Senior Account Executive - Pitt

### PRESENTERS

Kimberly Pogue

Allie Stein

Mason Garrett

Brent Vogel

Brent Kepner

Madi Bradley

Kristina Grigos

Shane Swanson

Justin Besz

Zach Mahon

Nick Heitkamp

WEDNESDAY, OCTOBER 7TH  
1:00 PM CT

# Brent Vogel, Sr. AE – WSU



## Single Game Ticket Lead

- Contacted by phone and set appointment for spring game

## Build Rapport

- Met in person and identified needs (access to RV parking)

## Assistant Buyer

- Follow up, patience and persistence led to sale

## Outcome

- \$20,000+ sale with 10 season tickets and RV parking



# Zach Mahon, AE – Tennessee



## Former Season Ticket Holder

- Did not renew season tickets last season

## Have a Chat

- Learn about past, present and future interest in football

## Follow Up

- Calls, emails, trial close and handling objections

## Outcome

- Sold season tickets, parking and a donation





# Nick Heitkamp, AE – K-State



## STH Rollover

- 2020 FB Mini plan opportunity for STHs

## Objections

- Mini plan price + uncertainty of attending games in 2020

## Building Rapport

- Transparency builds trust

## Outcome

- Purchased mini plan seats and added parking





# NATIONAL SHARE THE SUCCESS DAY 2020

# Share the Success!



**Keller Whitlock (Duke)**

- Creating **actionable follow ups** and **building rapport** to sell basketball floor seats to former season ticket holders



**Shelia Penn (Memphis)**

- Using **active listening** and **building rapport** to convert season ticket refunds into donation funds



**Taylor DuRee (Houston)**

- Using **I/My statements** while making **retention check-in calls** focusing on save ticket revenue and drive donations



**Maggie Coates (Tennessee)**

- Using **80/20 listening rule** to maximize renewals by sharing examples and leveraging future home games



**Jackson Smith (ACC/CSF)**

- **Combatting objections** by leveraging refund policy with questions and **benefit statements** to create revenue opportunities



**Wheeler Butler (SMU)**

- Selling new football season tickets by using **discovery questions** to find the **WHY** and paint the picture when executing a **trial close**

# Share the Success!



**Shelby Cuthbertson  
(Tennessee)**

- Using **discovery questions** and **educating donors** about priority ticket options to close MBB Season tickets + persistent follow up



**Alex Pierce (Oklahoma)**

- Secured referral from a web lead that was not interested and closed new season ticket sale using **cushion/clarify/resolve**



**Torriano Harris  
(Oklahoma)**

- Maximizing conversation during Football season ticket save to **generate referrals** and close new season tickets



**Christina Brentin (Pitt)**

- Using **prospecting** tickets to set appointment at basketball game to close Football club seat sale



**Andrew Dardaris  
(Colorado)**

- Asking the right **discovery questions** to close new **B2B** premium sale by **creating the opportunity** to discuss how businesses use tickets



# Share the Success!



**Dorian Jackson (Duke)**

- **Creating awareness** around ticket options that **fit the needs** to win back former season ticket holder selling new seasons + groups



**Brandon Sims (Georgia)**

- Made sure to understand the **size and scope** of International Students department to maximize **group sales** opportunities



**Chris Herschberger  
(Iowa)**

- Long-term mindset to **set follow ups** and create meaningful conversations to **cross-sell** football/basketball/wrestling tickets



**Montel Gardner (TCU)**

- Used **referrals** to sell 10 young alumni season tickets sold by scheduling a **face-to-face virtual meeting** at a time everyone could attend a Zoom call



**Michael Miles  
(Colorado)**

- **Get to know** the prospect and leveraging **group experiences** to sell basketball group tickets to youth organizations

# Share the Success!



**Faison Bragg  
(Memphis)**

- Maximizing revenue through **“P.E.R.F.E.C.T. customer service”** to make Football season ticket save + create upsell opportunity



**Kevin King (Oklahoma)**

- Making the connection using **I/My statements** when **having a chat** to convert season tickets funds to donation revenue



**Bill Falk (Northern  
Arizona)**

- **Adjust and adapt** to each client and **identify needs** using persistent follow up to close new football season ticket deposits



**Greg Smith (Pitt)**

- Creating group sales opportunities by asking **discovery questions** and **building rapport** with current donors to sell premium **B2B** tickets



**Joe Papandrea (St.  
John's)**

- **Maximizing revenue through customer service** (upsell/**referral**/add-on) and building relationships to create future sales opportunities

# Share the Success!



**Noah Nichols (V-Tech)**

- Educate fans on **features and benefits** of converting ticket refunds into tax deductible donations to athletics



**Col Erlandson (Duke)**

- How to build **season ticket holder relationships** and maximize revenue over the course of multiple years to increase spend 2x



**Ryleigh Gordon  
(Tennessee)**

- **Understanding each client's situation** and leveraging their network and priority point system to **cross-sell** FB & MBB



**Raymond White (EKU)**

- Donor upsell into full suite using **strong partner relationships** to move sponsors and faculty members into new suite locations



**Zach Watson  
(Colorado)**

- **Built rapport** and **set face-to-face meeting** to execute a season ticket upsell into new premium seats

# How can you sign up for a POD call?



Send Microsoft Teams chat to:



**Ryleigh Gordon**  
Sales Manager, Tennessee



# REGIONAL RECOGNITION

Top Regional Employees and Hustlers of the Week

**Nominated throughout the year by  
General Managers**

**January 2020 - Present**

LEARFIELD IMG COLLEGE TICKET SOLUTIONS



# EMPLOYEES OF THE WEEK - SCOREBOARD

January 2020 - Present

6



**SHELBY CUTHBERTSON**



**ALEXANDRA STEIN**

3



**DAVID WROBEL**



**EVAN BEDARD**



**DEREK STAHL**



**MASON GARRETT**



**WHEELER BUTLER**

# HUSTLERS OF THE WEEK - SCOREBOARD

January 2020 - Present



**ANDREW DARDARIS**



**DAVID WROBEL**



**MONTEL GARDNER**



**BRANDON SIMS**



**EVAN BEDARD**



**SHELBY  
CUTHBERTSON**



**KELLER WHITLOCK**

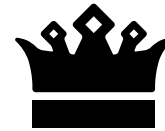


**CHRISTINA BRENTIN**



**ZACH MAHON**

# THANK YOU FOR SHARING!



## TRIPLE CROWN WILD CARDS:

- **This week** - schedule a Teams call with a colleague to discuss success stories and MVP training techniques
- **Next week** - share a takeaway from your call on the Triple Crown post in Microsoft Teams to earn wild card