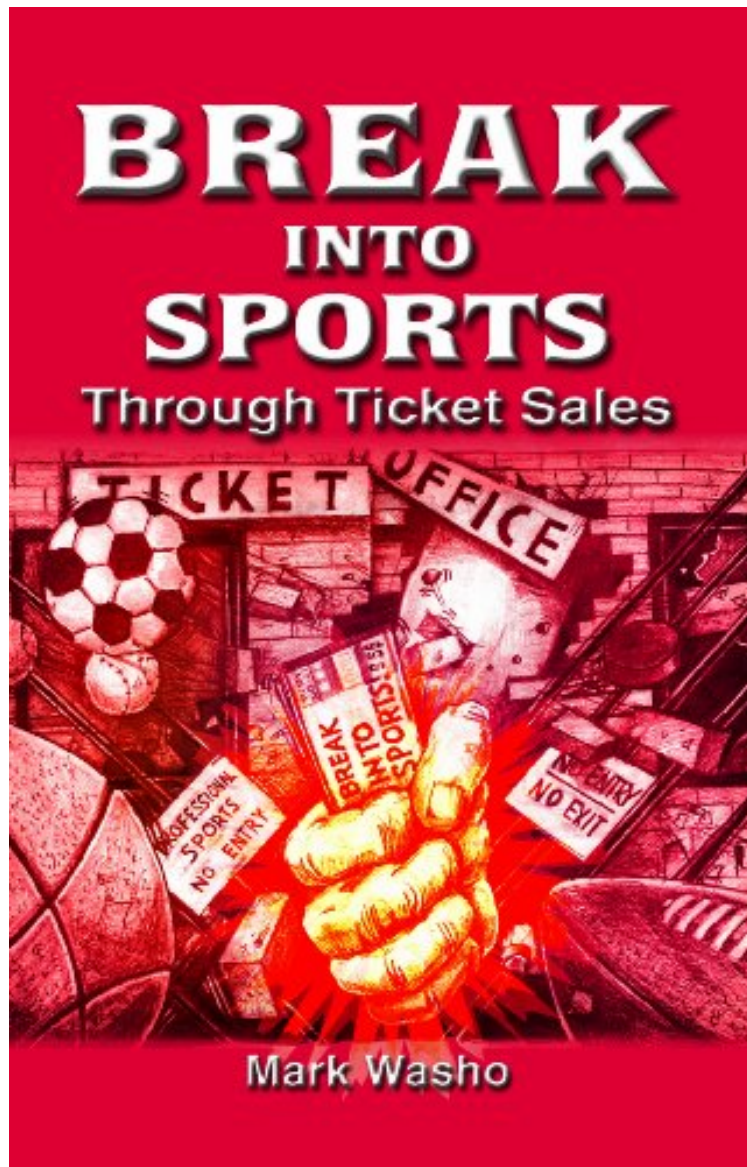


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Break Into Sports: Through Ticket Sales

Mark Washo

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Mark Washo : Break Into Sports: Through Ticket Sales before purchasing it in order to gage whether or not it would be worth my time, and all praised Break Into Sports: Through Ticket Sales:

1 of 1 people found the following review helpful. Good and Quick (Must Read for Current Sport Management Students)By Chris LudwigThis book gives you a good idea of the current ticket landscape (even though it was written several years ago) and what can be done to put fans back in sits. Mr. Washo tells you what you can expect from a life of selling tickets. Compensation, work/life balance, job duties, etc. The reality that many people seem to overlook when considering working in sports is that in the overwhelming majority of opportunities you are going to have to sell

something, especially at the entry level. Tickets, advertising, or gaining media coverage whatever it may be, the skills you can obtain from selling tickets can be used in many fields in and out of sports. If selling tickets ends up being something you have success in and enjoy, then there are going to be opportunities to advance your career. Due to the increased role the media now plays as an alternative to attending a game, the efforts to sell tickets will continue to increase and provide opportunity for those who display ability doing so.² of 2 people found the following review helpful. Customer Review - Break Into Sports Through Tickets Sales By Brian A. Cusack I found this book to be an excellent read. For anyone who would like to break into the sports industry, this book is a must read. Mark Washo has had a great career in ticket sales and his knowledge and expertise in the area clearly comes through in the pages of this book. It is insightful and very informative. By reading this book, one can learn to appreciate how ticket sales is not only a rewarding position in the sports field, but an area that can also lead to advancement and progress in other areas.³ of 5 people found the following review helpful. Great resource and a huge resource for the sports business! By Kit Windslow Break Into Sports Through Ticket Sales by Mark Washo is an excellent read and tremendously helpful to anyone interested in the sports industry. Finally a great book on the sports business that breaks it down perfectly! This book is packed with effective insights, tips, and stories on becoming a success in sports. The book is written with practicality and realism. It's obvious the author has lived it and knows what he is talking about! I recommend this book for anyone interested in working in sports and for someone looking to improve their sales success in general. A Must Read!

"I want to be in Marketing, PR or Community Relations"...that is the phrase heard countless times from candidates looking to land a job with a professional sports team. The problem is those positions are where the fewest opportunities exist. Professional Ticket sales for professional sports teams and colleges represents the best opportunity to break into sports. Ticket sales provides an exciting career start with unlimited potential. Through this book, you will learn everything you need to know about acquiring the job and succeeding in ticket sales. Dispel the myths about sales, learn the facts, get the job and Break Into Sports.

"Nothing happens until a sale is made and that includes sports. This is a thorough and accurate game plan." -- Pat Williams, Senior Vice President, Orlando Magic, February 2005 Should be on the required reading list for sport management students or anyone looking to launch a career in sports. -- Larry DeGaris, Ph.D., Associate Professor and Sport Management Program Coordinator, James Madison University, December 2004. About the Author Mark Washo has worked for Bison Baseball, the NBA's Washington Wizards (Bullets), and Major League Soccer's DC United and NY/NJ MetroStars. He is currently in his fourth season with the MetroStars as the Vice President of Ticket Sales. Mark has seen ticket sales success in every sports franchise he has worked for. Under Mark's leadership, Major League Soccer recognized the MetroStars as the Ticketing Team of the Year for the 2003 season, an award that he also helped the DC United Ticketing Team win in both 1999 and 2000 as they led the league in group sales and corporate sales. Prior to DC United, Mark won the Rookie of the Month sales award in just his third month at the Washington Bullets and led Bison Baseball's Direct Marketing Department in sales during two selling seasons.