



2009 Sports Sales Combine

February 2009

Phillips Arena

Atlanta, GA

In February the Atlanta Hawks & Thrashers hosted the Sport Sales Combine in Atlanta. The event was a terrific skill builder and an excellent opportunity to develop one's career. Eight SLM students made the trip to participate in the Sales Combine lead by Dr. Richard Irwin and his colleagues. The combine lasted a weekend and consisted of intense sport sales training. The sales staff from the Hawks & Thrashers taught the participants how to engage customers in meaningful conversation, educate prospects on available inventory, and close sales. Throughout the Sales Combine participants brokered 16 sales.

Representatives from the Charlotte Bobcats, Cleveland Cavaliers, Indiana Pacers, and the Nashville Predators were also on hand to scout talent, interview, and discuss career opportunities with the participants. This provided an opportunity for the SLM students to network and exchange ideas with established professionals in the sales field. Overall, the Sport Sales Combine in Atlanta helped to expand the borders of the classroom providing individuals the opportunity to hone the craft while opening potential career opportunities.

For more information about the 2009 Sport Sales Combine visit:

<http://www.sportsalescombine.com/>