

LRA Worldwide and Shane Green Enterprises know that Season Ticket Renewals and Fan Retention are all about:



RELATIONSHIPS

SERVICE

TOUCH POINTS

LRA Worldwide, Inc. and Shane Green Enterprises are leading providers of performance measurement, organizational development and training solutions to the global sports, hospitality and travel industries. Together, we have created a “Building Relationships” professional development and training program focused on the art and science of relationship building for those charged with selling and servicing your premium and season ticket accounts. The program involves dynamic, interactive “classroom” training, as well as one-on-one coaching with your reps on the sales floor.

At the end of the day, the relationships that your sales and service staff form with your best fans will have the single greatest impact on your account renewal rates. It couldn't be simpler. People do business – and continue to do business – with those they have a relationship with. This ability to connect with fans on a one-to-one basis is what separates high-performing organizations... from the rest of the pack.

BUILDING RELATIONSHIPS FOR SALES & SERVICE SUCCESS

CLASS TOPICS

- | | |
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| Relationships - <i>Why they matter</i> | Organizing & Prioritizing Clients and Prospects |
| Managing First Impressions | The Power of Touch Points |
| Making It Personal - <i>The Art of Conversation</i> | Managing Guest Touch Points |
| Customizing the Experience | Relationship Selling - <i>Selling as Service</i> |
| Creating Memorable Moments | Overcoming Objections & Closing the Sale |
| Managing Problems | One-on-One Coaching |
| Renewing the Relationship | |

SETUP PROCESS

STEP ONE - SETUP CALL

Our training experts gather information on your specific needs & challenges

STEP TWO - CUSTOMIZATION

We customize the presentation to speak to you & your market

STEP THREE - DELIVERY

The class is delivered over two days with a combination of classroom training and coaching “on the floor”

CONTACT LRA TO LEARN MORE

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Customer Experience Management Solutions

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Representative Clients

