

ISBI 360°

VIRTUAL TRAINING, SALES
& RECRUITMENT NETWORK

for the Sports & Entertainment Industry

UNIQUE SOLUTIONS TO YOUR THREE BIGGEST CHALLENGES



TRAINING



TICKET
SALES



RECRUITMENT

ISBI 360's mission is to help leaders like you apply new business policies, procedures and models to your own human capital to achieve your business goals. We bring leading-edge training programs that are engineered to be "stickier" and connect with today's professionals. We supply sales talent a unique model to boost short term ticket revenue "on- demand" as well as provide a cost-effective alternative to traditional in-house sales talent whenever you need to generate sales. From that exposure, we help teams to recruit the best possible full-time sales talent in a challenging labor market and minimize the cost of bad hires.

Use just one of our proven verticals to achieve your goals, or use them in combination. Whatever your situation, we'll customize a solution to meet your current objectives and continually work with you to adjust your program as your needs change. However the industry landscape evolves, the need for training, sales and recruitment will be continuous and ongoing. We're here to help you navigate through the challenges of an ever-changing business environment with intelligent and efficient solutions.

ISBI 360°

VIRTUAL TRAINING NETWORK



BUILDING A BETTER TEAM STARTS WITH BETTER TRAINING.

Great training can multiply your return on people exponentially. Science has proven that utilizing "Micro-Learning" (consistent, ongoing training in smaller increments) has the following benefits:

- Higher completion rates
- Greater staff retention
- Ability to create more effective new habits

The Virtual Training Networks (VTN) combination of short YouTube-style video lessons, video role-plays and weekly LIVE coaching from a working industry expert are immediately applicable to your staff's job functions and take less time away from their day-to-day responsibilities.



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Contact us to Customize
your Solution



Live
Webinars



Expert
Content



Micro-
Learning



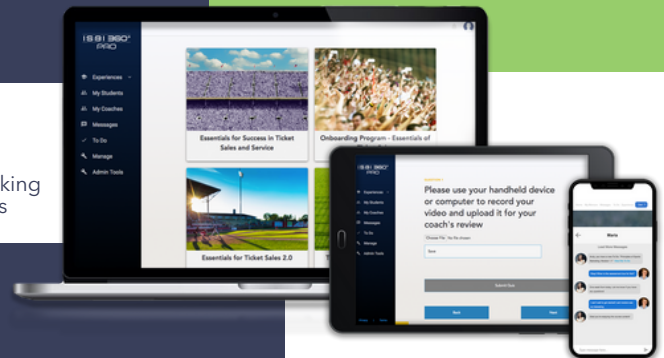
Quizzes &
Assessments



Mobile
Responsive



Progress Tracking
& Analytics



Virtual Training Network Program Portfolio



The Essentials of Tickets Sales 1.0
(Onboarding), Essentials in Ticket Sales 2.0
& Accelerated Leadership: Building an
Effective Organization with Bill Guertin



The Actions That Sell Tickets 3.0
with Brett Zalaski



The Art of the Perfect Pitch:
Sponsorship Sales with Misha Sher



Listen/Respond/Go Beyond: The
Playbook on Winning at Service
with Debbie Knowlan



Agility, Access & Attitude: Engaging
Your Customers with Social Media
with Seth Rabinowitz



Situational Safety for the Real World
of Sports & Entertainment
with Brian Searcy



Tune Up Your Brain for Peak
Performance
with Eric Kussin



Esports Cities: Knowing and
Profiting from Gaming and Esports
with Erik Stroman



Building Your Path to More: An
Inclusive Approach to Driving
New Revenues
with Kurt Hunzeker



ISBI 360°

VIRTUAL SALES
NETWORK



YOUR ON-DEMAND, INTERNAL SALES DEPARTMENT.

Ticket Sales are the lifeblood of any organization, but high turnover and long ramp-up times can kill your sales team's profitability. ISBI 360's Virtual Sales Network (VSN) allows you the flexibility of bringing on qualified and certified Sales Reps that sell remotely on an "on-demand" basis. These Reps want to earn a full-time position within the industry so they're motivated to deliver results. Utilizing our sales network is the most cost-effective way for you to support your in-house staff and audition new talent, all while generating revenue.



- Traditional hard costs of hiring and maintaining a sales staff are absorbed by VSN
- Available as part-time or full-time sales hires for your team
- Ramp-up or down your sales efforts as needed
- Reduce the risk of "bad hires" while drawing from a certified talent pool

Contact Us to Customize Your Experience



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"This innovative model sets a new standard to training, onboarding and preparing ticket sales reps to produce revenue for teams, while substantially lowering internal employee-based costs - every team should have a conversation with the ISBI 360 Sales Network team."



AN INNOVATIVE RECRUITMENT MODEL FOR TODAY & TOMORROW.

Staffing has never been more challenging than it is in today's highly volatile business climate. Research shows that the average cost of hiring the WRONG rep in pro sports is \$125,000 - including recruiting, onboarding, continuous training and salary/benefits.

By hiring a certified, experienced ISBI 360 ticket sales rep through our Virtual Recruitment Network (VRN), you eliminate much of the guesswork of hiring, increasing your chance of success and minimizing the potential of a costly hiring mistake. Our "talent pool" of certified Sales Reps have sold real tickets for real teams and are ready to make an immediate impact on your organization or venue.



OVER 60 TEAM PARTNERS & PLACED
OVER 100 ISBI 360 ACADEMY GRADUATES
IN FULL-TIME ROLES

- 97% of people placed by ISBI 360 are still in the industry at the 12 months mark
- 30% of people placed have been promoted or placed in leadership positions
- 16% of people are in management roles

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"With over 35 years of combined experience, the leadership team is able to give examples from their own sales careers, share best practices from both professional and minor leagues and leverage their network for staff development and business development opportunities."



TESTIMONIALS

ISBI 360 Virtual Training,
Sales & Recruitment
Networks

"We're looking forward to partnering with ISBI 360 to deploy their reps and sales methodology to get more tickets into our fans' hands," "We were impressed by what they've been able to do to sell other pro teams' and properties' tickets, and it's a very good fit for us."

- **MATT GOODMAN, Chief Operating Officer at Dallas Mavericks (former President of Franchises for LIV Golf Enterprises)**



"We've known Bill for years and came to ISBI 360 with a specific opportunity to support our sales efforts. They were agile enough to help on this specific project and they provided and On-boarded reps almost instantaneously. Most importantly, they've produced. It's definitely been a big win for the organization."

- **JOSH FEINBERG, Senior Director, Ticket Sales & Service at Oakland Athletics**

"We recognized the opportunity to add experienced and well-trained associates during an important time for our club as we sell tickets for a highly-anticipated 2021 season...We're already seeing the benefits from this partnership and we are looking forward to working with ISBI 360 to continue to enhance our sales staff."

- **JORDAN KELSEY, VP, Ticket Sales & Service, Sporting KC**



"Working with the ISBI 360 team has been a very positive experience. Their Sales People are professional, well coached, and eager to succeed. I would recommend ISBI 360 to any organization that's looking for ways to improve sales and engage with fans."

- **AARON LEAVITT, Director of Ticket Sales and Service, Oakland Roots**

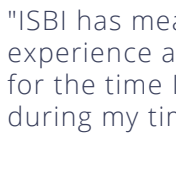
"My time with ISBI 360 has been nothing short of incredible. I can't properly put into words how appreciative I am of the trust and confidence placed in me by Bill Guertin and Arielle Rosenblum for allowing me to take on my first leadership role. The lessons they taught me have not only been important, but also extremely rewarding. They've directly contributed to my training 100+ trainees, many of whom have earned full-time roles with sports teams following their tenure with ISBI."

- **COLIN DILWORTH, Manager, Ticket Sales at Sporting Kansas City**



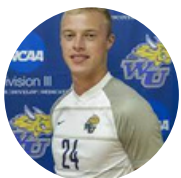
"Training with ISBI 360 gave me the tools and skills I needed to be confident and successful at my job...The coaches worked with us 1 on 1 to make sure we understood the process...without ISBI, I wouldn't have been able to reach and surpass all 3 of my sales goals in my first year as an Account Executive."

- **JENNA SMITH, Account Executive, Jacksonville Jumbo Shrimp**



"ISBI has meant a lot to me personally and has helped me get to where I am today. This was due to experience and training I received and the work ethic that they instilled in me. I will always be grateful for the time I had working with the ISBI, the people I worked for and the relationships I developed during my time there. I have been able to open up new doors and turn new possibilities into sales."

- **JAKE GARFIELD, New Business AE for Minnesota United**



"The ISBI 360 Sales Academy gave me my first opportunity in the sports industry after being passed up for multiple internships at the end of my junior year of college. Working with their industry experts throughout my training process, I truly felt that there was nobody better to train me. ISBI showed great faith in me as a full-time college student-athlete, placing me on a couple big projects such as the New England Revolution and Atlanta United FC. I welcomed this challenge and did my best to represent the company well. I am forever grateful for what ISBI 360 has done for me."

- **TANNER HAUGEN, Account Executive, Portland Timbers and Thorns FC**

THANK YOU!



TESTIMONIALS

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"You have to remain focused and organized. Even though I am still humbled in the fact that I am having success now, that may not have been the case if I did not follow the work ethic, instilled in me, from the team at ISBI 360." - **SHAKI WILSON, Account Executive, Houston Astros**



"Every one of the modules has been great, and the comments we've had from our people have been amazing."

- **TONYA SHARPE, Regional Vice President Venue Sales - South Region - Live Nation**

"ISBI 360 is exactly what we needed. The combination of expert training, role play video recordings and live coaching is outstanding."

- **MIKE ERNST, SVP Sales & Revenue, Chicago Fire FC**



"...educating [the] next generation of sports executives has long been a passion of mine. I see this platform delivering exactly what's needed, and in a way, that's fit for purposes given the way education has evolved."

- **MISHA SHER, Worldwide Vice President, Sport & Entertainment, Mediacom/WPP**

"Everyone really enjoys both the format and the approach. It's unique and certainly effective. They are fully engaged throughout – and now have some great takeaways and action items. It spurs a lot of discussion among the group each time we complete a module, which I really appreciate."

- **STEPHANIE ATKINS, Director of Ticket Services, Tennessee Titans**



"Our experience with the ISBI 360° training has been excellent from the moment we first started the modules. Each lesson is full of insight and examples of things that can be implemented immediately, which allows the team to see the benefits early and continuously...looking forward to going into the Pro+ Library to continuously learn and improve."

- **JERRETT BURKE, Head of Client Services at Los Angeles Rams, (@Vegas Golden Knights)**

"ISBI 360° is one of the most creative training programs that I have come across. It encourages reps to practice actual skills and perfect them on video...The reps interact and learn from industry sales leaders... Most importantly, the dashboard allows team leaders to see how their staff is progressing and developing over the course of the program."

- **JOSH YOUNG, Vice President, Ticket Sales & Service at F1 Miami Grand Prix**



"I've seen it first-hand, and the ISBI 360° Certification program has it all: pro sports ticket industry-leading training, experienced coaching partners, a solid curriculum, and cutting-edge technology. It truly is the industry standard for ticket sales training today."

- **MARCUS MADLOCK, Executive GM at Learfield IMG College Ticket Solutions**

"During my coaching time at ISBI 360°, I found that the platform provided an engaging experience for all of my cohorts...the hybrid, micro-learning methodology truly resonated with my participants."

- **M. LAUREN FISHER-McBRAYER, Director, Member Service and Retention at Mercedes-Benz Stadium**



THANK YOU!