

ISBI 360°

VIRTUAL TRAINING, SALES
& RECRUITMENT NETWORK

for the Sports & Entertainment Industry

UNIQUE SOLUTIONS TO YOUR THREE BIGGEST CHALLENGES



TRAINING

SALES

RECRUITMENT

You're in the middle of massive industry change. Time-honored business policies, procedures and models are being challenged by new approaches to profitability in the digital era. Leaders are using new tools and techniques that were once considered "experimental" and "years away".

ISBI's mission is to help leaders like you apply these new advances 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 in 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. And 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 programs 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 and the world changes. Whatever happens in the future, 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 when and wherever you need the support.

**"You can't solve a problem on the same level that it was created.
You have to rise above it to the next level."**

- Albert Einstein



ISBI 360°

VIRTUAL TRAINING NETWORK



BUILDING A BETTER TEAM STARTS WITH BETTER TRAINING.

You know that great training can multiply your return on people exponentially, but traditional methods are costly, outdated, and take too much time away from their normal job functions.

ISBI 360 uses leading-edge “Micro-Learning” training modules to cut down the time it takes to train your staff to just minutes a day. Our combination of short YouTube-style video lessons, video role plays and weekly LIVE coaching from a working industry pro are immediately applicable to your staff’s job functions and take less time from their everyday activities.

Certification programs are available now in Ticket Sales, Sponsorship Sales, Customer Service, Social Media Engagement and Leadership, with updates and additional programs being added every year to keep your staff engaged, minimize turnover AND improve your cash flow.

Live Webinars	Expert Content	Micro-Learning	Quizzes & Assessments	Mobile Responsive	Progress Tracking & Analytics

“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 (MLS)

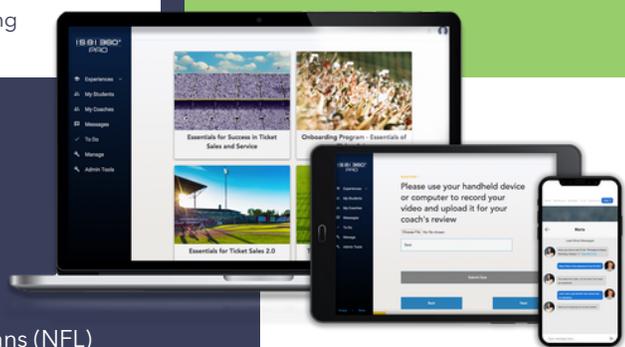
“Everyone really enjoys both the format and the approach. It’s unique and certainly effective. My team is fully engaged throughout, (and gets) great takeaways and action items.”
- Stephanie Atkins, Director of Ticket Services, Tennessee Titans (NFL)

Science has proven that “Micro-Learning” (consistent, ongoing training in smaller increments) has:

- Higher completion rates
- Greater retention
- Is more likely to create new habits more effectively



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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.

You know ticket sales are the lifeblood of your organization, but high turnover and long ramp-up times can kill your sales team's profitability. ISBI's Sales Rep program allows you the flexibility of bringing on well-vetted, well-trained reps that sell from their home offices on an "on-demand" basis. If you like what you see and hear, you can even hire one or more of them full-time for a small transfer fee.

We find the hungriest reps, train them up, and prepare them for deployment to your team's sales effort via work-from-home. These Reps want to earn a position with your organization full-time, so they're motivated to deliver their very best sales effort every day. It's the most cost-effective way for you to move a number of tickets quickly in today's ever-changing world.

"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 (MLS)

"Working with Brett Zalaski and 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

- Traditional costs of hiring & maintaining a sales staff are absorbed by the ISBI VSN
- Available as Part-Time or as Full-Time sales hires for your team
- Turn the call volume up or down as needed
- Eliminate the risk of "bad hires" and draw from a proven talent pool



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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."

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

ISBI 360°

VIRTUAL
RECRUITMENT
NETWORK &
ACADEMY

AN INNOVATIVE RECRUITMENT MODEL FOR TODAY & TOMORROW.

After our participants' initial training and 90-day team assignments in the Virtual Sales Network, each rep becomes eligible to be recruited (hired) full-time, either from the initial team they sold for OR another organization looking for a well-trained addition to their ticket sales team.

For those who may not be a fit for their initial team, these reps become part of the "talent pool" of trained ticket sales reps who are ready for full-time hire by other teams or venues in the network. By hiring a pre-trained, experienced ISBI 360 ticket sales rep, you eliminate much of the guesswork of hiring, increase your chance of success, and minimize the potential of a costly sales hiring mistake.

Staffing has never been more challenging than it is in today's highly volatile business climate. Let's discuss how we can bring you a more qualified group of sales reps right away



The **ISBI Academy** is a fast-track sports and entertainment-focused "Boot Camp"-style program designed to create an army of well-trained sales and service reps. Candidates that are accepted take part in a multi-week Certification program, and once Certified, enter into the ISBI Virtual Sales Network (VSN) to serve in a sales rep capacity for a sports team or ticket organization as a precursor to full-time hiring.

"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

- A Win-Win Recruitment Model for Teams & Individuals
- Recruiting, training & placement all under one umbrella
- Participants gain valuable networking opportunities
- Perfect for recent College Grads looking to get into the Sports and Entertainment business
- Scholarship programs available
- Academy accepts new AND recently displaced veteran sales/service reps

Contact Us to Customize Your Experience



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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 Sales
& Recruitment
Networks



"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 Brett Zalaski and 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 Brett Zalaski, Kyle Burns, BILL GUERTIN, 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. I worked mostly with Brett Zalaski throughout my training process and I truly feel that there was nobody better to train me as he always kept a high energy, positive attitude to help me improve my skills. ISBI showed great faith in me as a full-time college student-athlete, placing me on a couple big projects in 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

ISBI 360 Virtual Training
Network



"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!