



NASCAR is a leading promoter of motorsports activities, currently promoting more than 100 racing events annually as well as numerous other motorsports-related activities. The Company owns and/or operates 13 of the nation's major motorsports entertainment facilities spanning coast to coast including the "Super Bowl" of Motor Sports, The Daytona 500.

POSITION SUMMARY:

The NASCAR Sales Academy is seeking driven and passionate individuals to enter a highly competitive and selective sales training program that will shape the future of ticket sales across NASCAR properties. Trainees will be given best in industry sales training that will focus on building a strong sales foundation in which the trainees will use to build a lasting career in sports.

The NASCAR Sales Academy is a performance-based program which allows successful trainees the opportunity to interview for full time account executive positions across NASCAR Properties.

- Auto Club Speedway® - California
- Darlington Raceway® - South Carolina
- Daytona International Speedway® - Florida
- Homestead-Miami Speedway® - Florida
- Phoenix Raceway® - Arizona
- Kansas Speedway® - Kansas
- Martinsville Speedway® - Virginia
- Michigan International Speedway® - Michigan
- Richmond Raceway® - Virginia
- Talladega Superspeedway® -Alabama
- Watkins Glen International® - New York

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Generate ticket revenue through both new business campaigns as well as renewal cycles
- Make 80+ outbound sales calls on a daily basis
- Lead in creating an outbound sales culture that maximizes ticket sales and revenue generated through converted outbound calls
- Achieve weekly and monthly sales goals
- Build strong relationships with defined account base through proactive communication
- Additional duties as assigned

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Business, Sport Management, Marketing or related field preferred
- Passion for sales and committed to being a leader in the sports industry
- Team player that strives to achieve goals
- Willingness to learn and be coach-able
- Distinguished verbal communicator with a strong phone presence
- Proficient in basic computer software programs
- Flexibility in working extended hours when needed

WORK ENVIRONMENT/PHYSICAL DEMANDS:

- Office setting with extended periods of sitting



NASCAR SALES ACADEMY:

SALES HIRING SHOWCASE- Virtual

Friday, March 26th, 2021
Virtual Session

9:30am – 10:00am – Introductions

10:00am – 10:30am- Working In Sports Sales/ Introduction to NASCAR Sales Academy

10:30am – 12:00pm – Roadmap 101, Steps to Making the Call

12:00pm – 1:00pm – Lunch break

1:00pm-2:30pm- Sales Training/Roleplay continuation

2:30 pm – 3:00pm – Career Panel with NASCAR Sales Team

3:00 – 3:15pm- Break

3:15pm – 5:00pm – Interview Breakouts

Ticket Sales Leadership Involvement

- Nathan Blum- Senior Director, Sales- NASCAR
- Dari Weissman- Manager, Inside Sales- NASCAR

Event Leads

- Josh Belkoff- Vice President, Business Development- SBS Consulting



NASCAR Sales Academy

Roadmap 101

Overview: The goal of this session is to provide candidates with an overview of the skill sets needed to secure an entry-level sales position with the NASCAR Sales Academy. Participants are presented with the competencies needed for the next level to help close large deals, all based on the importance of proper need analysis with sales prospects.

Details:

10:15am – 12:00pm

Calling the prospect
Introduction to the prospect
I/MY Statements
Needs Analysis
The Close
Overcoming Objections
Asking for Referral
Role Play