



VICE PRESIDENT, PREMIUM SALES AND SERVICE – SACRAMENTO KINGS

Summary: The Vice President, Premium Sales and Service is responsible for managing and driving the sale of available multi-year premium memberships & leases. The Vice President will also be responsible for the service, retention and design of fully-integrated activation plans & innovative programming for all existing premium members & lease clients.

Position Responsibilities:

- Directly manage premium sales and service team, as well as premium game night ambassadors
- As a key member of the leadership team, the Director will embody our sales and service mission, vision, and values of: Proud, Family, Progress, and Belief
- Ensuring all sales related activities, events, and campaigns align with our Kings Way Process of valuing the customer experience over everything, obsessing over the details, and constantly striving to be best in class
- Develop a strategy to maximize all multi-year premium product revenue, including any new capital expenditure projects within the premium portfolio
- Collaborate with key internal stakeholders including, but not limited to: Ticket Sales, Marketing, Business Intelligence, Partnerships, Arena and Ticket Operations, and our hospitality partner, Legends, to streamline efficiency and maximize revenue opportunities across all business lines
- Develop a strategy to build and maintain the existing paid premium wait list for all sold out premium products
- Develop a campaign to convert paid premium wait list clients into available premium products when available
- Develop pricing recommendations in collaboration with the business intelligence department for multi-year premium products and premium partial plans
- Provide direction on upsells and cross-sells within premium and across other departments
- Manage the activities of the department by maximizing sale bandwidth and setting appropriate goals and metrics to properly measure staff performance
- Provide leadership in negotiating new sales and renewals of multi-year premium products
- Design effective marketing and sales campaigns to create awareness while leveraging existing client communications to support marketing efforts
- Lead development of renewal and extension campaigns for multi-year premium products and premium partial plans
- Identify opportunities to innovate and grow the premium membership platform to create additional value for premium clients
- Anticipate the needs of key premium clients and provide service opportunities to ensure a long-term relationship with the Kings
- Ensure client objectives are clearly understood by conducting a needs analysis and developing a supporting activation plan. Measure and track impact on business and share results in a consistent fashion to help aid in the renewal decision.



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- Contribute to the Corporate Partnerships and Premium department's B2B platform
 - Partner with business intelligence department to measure premium client satisfaction
 - Meet and/or exceed activity and revenue goals as established by Vice President, Sales & Service

Qualifications:

- Minimum of 8-10 years of relevant sales experience; premium sales / service a plus
- Minimum of 5 years of management with demonstrated success
- Strong leadership skills
- Deep knowledge of, and relationships with, key players in the corporate sector
- Skilled in negotiations and delivering an effective pitch
- Exceptional listening, creativity, strategic, and written & verbal communication skills
- Ability to work nights/weekends/flexible schedule for games and events
- Proficient with MS Word, Excel and Power Point
- College degree in business administration, marketing or related field (MBA is a plus)