



Position Title: Director of New Business Development

Reports To: President

Posting Date: March 16, 2010

**Position Summary** - New Era Tickets is seeking a proven, quota driven sales performer to help us grow our customer base. Reporting directly to the President, responsibilities will include generating new business in new markets, as well as playing a key role as you drive strategic, enterprise-wide technology initiatives for companies in the sports and facility based entertainment industry.

**Company Background** - New Era Tickets ([www.neweratickets.com](http://www.neweratickets.com)) is a ticketing and marketing services company providing customized ticketing, database marketing, and access management functionality to sports and entertainment organizations. Our services and technology allow our clients to sell and manage their own ticket sales, be in command of the fees consumers pay when purchasing tickets and control all ticket buyer data. In addition we provide our clients with the tools and advice required to market effectively to their past and potential ticket buyers.

Founded in 2003, New Era Tickets has over 55 clients across North America including the Philadelphia Flyers, Philadelphia 76ers, Wachovia Center, Portland Trail Blazers, Portland Rose Quarter, Borgata Hotel, Casino & Spa and Pocono Raceway. The company empowers organizations to create their own ticket brand in their market, establish retail outlets, and also manages a large capacity call center.

Headquartered in suburban Philadelphia, New Era Tickets is part of the Comcast- Spectacor family of companies. Comcast-Spectacor ([comcast-spectacor.com](http://comcast-spectacor.com)) is the Philadelphia-based sports and entertainment company which owns the Philadelphia Flyers (NHL), the Philadelphia 76ers (NBA), two Philadelphia arenas, the Wachovia Center and Wachovia Spectrum, and four Flyers Skate Zone community ice skating and hockey rinks. In addition, Comcast-Spectacor is also the principal owner of Global Spectrum, the fastest growing firm in the public assembly management field with more than 80 facilities throughout the United States and Canada; Ovations Food Services, a food and beverage service provider; Front Row Marketing Services, a commercial rights sales company; and Paciolan, the leading provider of venue establishment ticketing, fundraising and marketing technology solutions. In a partnership with

Disson Skating, Comcast-Spectacor annually produces 10 nationally televised figure skating spectacles on NBC.

**Key Responsibilities and Essential Functions** - New Era Tickets' products and services are software-based, and in some cases complex. Consequently, we value experience that you may have that demonstrates a strong analytical ability along with strong executive selling and negotiation skills. Demonstrated experience selling enterprise solutions where there are a multitude of influencers and decision-makers is a requirement.

The ideal candidate will work closely with senior management to plan, direct and execute the sales objectives and goals of our organization. You will be responsible for the preparation of presentations, bid responses and general direct sales of the company's products and services.

The ideal candidate must have a strong sales background and have an outgoing personality. Experience selling products to sports teams and live entertainment venues is preferred. Candidate must be team oriented and enthusiastic about contributing to the success of the organization. Other duties and responsibilities include:

- Identifying, establishing, developing and closing sales opportunities while exceeding sales targets and objectives by developing customer relationships
- Focus on sales with individual values in excess of \$200k/year
- Work with customer contacts ranging from mid-level management to senior level executive to define needs and solutions
- Develop and implement specific customer account and opportunity plans in support of company goals and quota objectives
- Play an important role in developing and maintaining the company's image and reputation in the marketplace.

**Qualifications for the Position** - Your skill set should include solid sales forecasting abilities and revenue achievement, while building satisfied, loyal customers. The requirements listed below are representative of the knowledge, expertise, and/or ability required.

#### *Education*

- Bachelor's degree (B. A.) from four-year college or university in Business/Sports Administration or Marketing

#### *Business Experience*

- Five (5) years sales experience selling enterprise technology solutions to VP/CxO level executives
- Experience in closing complex sales

- A solid understanding of the sports and facility based entertainment market: products, players, technologies, and a personal database of industry contacts

#### *Expected Competencies*

- Strong written and verbal communication skills
- Passion for competition and the ability to maintain personable relationships with all internal and external customers
- Must be able to work with minimal direction and be able to identify, qualify, and close major opportunities
- Results oriented with the ability to manage multiple priorities and deadlines
- Strong prioritization and organization skills
- Ability to effectively present information and respond to questions from groups of managers, clients and customers

#### *Reasoning*

- Excellent problem-solving skills and ability to multi-task
- Excellent interpersonal communication skills
- Ability to define problems, collect data, establish facts, and draw valid conclusions

#### *Mathematical Skills*

- Ability to work with mathematical concepts such as probability and ROI calculations
- Skills to apply concepts such as fractions, percentages, ratios, and proportions to practical situations
- Ability to analyze, report and respond to numeric data

#### *Technology Aptitude*

- Proficiency with MS-Office products – Word, Excel, PowerPoint, Outlook
- Familiarity with CRM products such as ACT, Salesforce.com, etc.

**COMPENSATION** - The compensation package will include competitive base salary, commission and bonus. Benefits include medical and dental coverage, a 401-K plan, and access to a Flexible Spending Account.

**CONTACT** - Send resume and cover letter to [careers-sales@neweratickets.com](mailto:careers-sales@neweratickets.com). For more information, candidates are encouraged to visit our website - [www.NewEraTickets.com](http://www.NewEraTickets.com).

**Candidates that do not meet the above outlined requirements will not be considered.**

**New Era Tickets is an equal opportunity employer.**