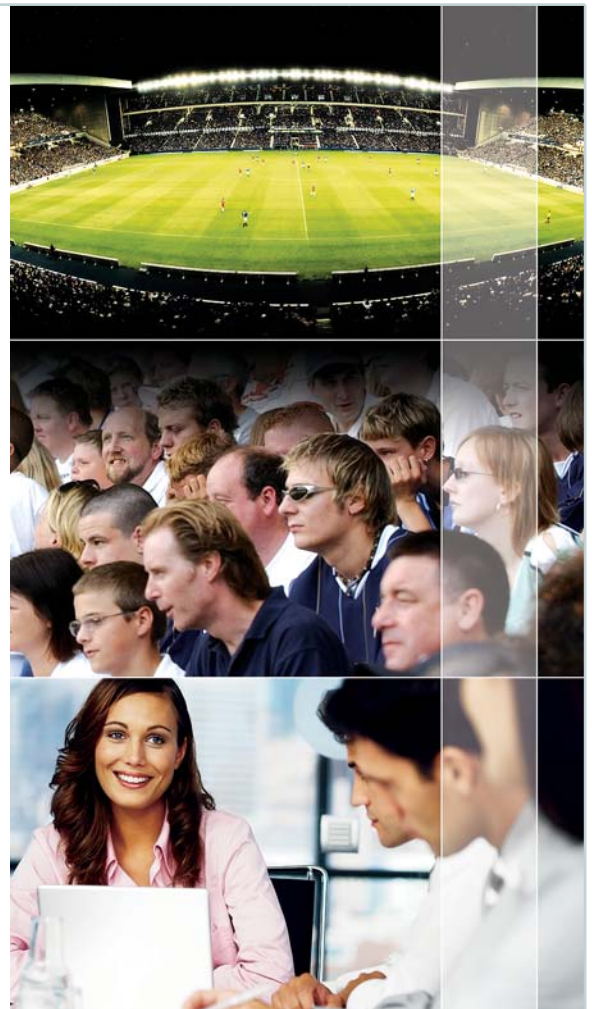


# TALENT SPORT CORPORATE SALES

TALENT Sport's Corporate Sales module lets you sell hospitality, tickets, restaurant bookings, advertising space and more.

The system automates time consuming sales processes, freeing you to concentrate on selling and customer service.

It also helps you to know more about your customers and gives you up-to-the-minute reporting on sales and availability, to help you focus on the right opportunities at the right time.



## INTRODUCING TALENT SPORT

As a corporate sales manager, you need all the information about your customers and prospects at your fingertips.

You also need a system that automates time-consuming sales processes and gives you up-to-date availability and reporting information.

The TALENT Sport Corporate Sales software helps you to reduce your administration, provide a better level of service to your customers and be more targeted in your selling.

## KEY FACILITIES

- Sell direct from a real-time inventory: tickets, private boxes, car park spaces, restaurant tables, tours and more
- Sell advertising space, sponsorship or similar promotional offers
- Produce customer quotations, contracts, booking forms, confirmation letters, tickets and receipts from templates
- Opportunity and workflow management

- Telesales management
- Real-time reporting
- Integration with online Credit Card for easy payment
- Integration with Accounts software

## KEY BENEFITS

- Customer information, correspondence and contracts at your fingertips
- Clear and up-to-date reporting on availability, sales and accounts
- Automates time-consuming processes
- Helps you to keep track of opportunities and prioritise activities
- One source of information that all of your team can access and update
- Integrates to other TALENT Sport ticketing, sales and marketing modules

## RANGERS FOOTBALL CLUB

Rangers Football Club began using

TALENT Sport to manage their corporate sales and hospitality processes in 2005. Iona Kirkpatrick, Hospitality Manager, says,

*"Using TALENT Sport has allowed us to streamline our corporate sales processes, saving on average two days of administration time per game.*

*The ability to produce receipts, documents and tickets at the click of a mouse ensures much more efficient sales processing. The sales team also benefit from being able to view up-to-date availability at a glance, as well as a history of the customer's purchases and correspondence.*

*Having all data relating to the customer in one application eliminates the need for separate processes and ensures all records are accurate. It also allows us to extract valuable data for marketing purposes, such as source of sales and customer profiles which can be used to target specific groups for forthcoming corporate events."*

## CHESTER RACE COMPANY

Hospitality is a key part of racing. Using



“Using TALENT Sport has allowed us to streamline our corporate sales processes, saving on average two days of administration time per game.”

Iona Kirkpatrick, Hospitality Manager, Rangers FC



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the TALENT Sport system has helped to reduce the workload for Chester Race Company.

Katie Armitage, Corporate Sales and Hospitality Manager, says, *“The bookings in racing are always very detailed. Clients specify their food and drink orders, what time they would like to be served, who by, the seating arrangements... everything you can imagine, right down to what linen they would like. For the May festival this year, we had bookings for 8500 guests in 36 chalets, 23 private boxes, 5 restaurants, 5 parade ring marquees and 5 paddock suites.”*

*“Before, I used to enter the orders into our old ticketing system, then I'd have to type it all out again into word for the catering company, which duplicated the work. It was also open to error, and if there were any modifications to the order, I would have to update both the system and the caterers again.”*

*“Using TALENT Sport has saved a good few days work for each event. I now just enter the orders into TALENT Sport and run an automated report, which I pass to the caterers. It's far more accurate as well. Normally, after each event I meet the caterers, and there are a few queries over what has been ordered and paid for, but this time, everything was correct.”*

## CORPORATE SALES AND HOSPITALITY

Many corporate sales teams use spreadsheets or separate systems to the ticket office to store information about their customers. However, this can cause you three problems...

1. It can be difficult to find information about your customers and their orders
2. Each member of your team may be unaware of activities carried out by other members of the team.
3. For sales and marketing purposes, using spreadsheets or separate systems can mean you do not have a clear picture of your customers' purchasing habits.

TALENT Sport is a modular system that covers ticketing, web sales, corporate sales, marketing and more, all in one package. The key advantage of the system is that it underpins all of these modules with a central CRM database that records all the information and correspondence about your customers.

As well as storing information, TALENT Sport's CRM functionality is designed to help you manage your sales, marketing and customer service processes.

**Customer service:** Store and share customer contact details, contracts and

correspondence, all on one central repository, so when your customers phone, anyone can access their details and help them. The system's activity management tools help you keep track of your actions, so that nothing slips through the net. You can set timescales and reminders for yourself or your colleagues, for example to call back a customer with an outstanding complaint.

**Marketing:** Apply marketing attributes to your prospects, such as size of company, location or typical spend if its a business, or age, gender and loyalty points for members of the public. You can then use the system to build targeted lists for marketing or telesales, send email/SMS or postal marketing mailers and track the success of your marketing campaigns.

### Sales opportunity management:

TALENT Sport helps you track every sales opportunity from initial enquiry to order to invoice. You can record all the information you need to be able to prioritise who to call, and when. You can set actions for yourself or your colleagues, for example to send out a brochure or manage your telesales campaigns.

**Workflow:** TALENT Sport's Corporate Sales module helps you reduce your administration by automating time-consuming processes such as processing payments and orders, reporting and producing documents.

**Real-time reporting:** TALENT Sport provides you with clear and up-to-date reporting, so that you can see what you have sold and what is left to sell on a minute-by-minute basis. You can also run reports over the system to monitor your team's activities - for example you can track telesales activities or outstanding actions.

## ABOUT TALENT SPORT

IRIS Software4Sport provides its integrated ticketing and CRM system, TALENT Sport, to sports clubs and venues.

The system is built in a modular structure, so on top of the core ticketing and CRM you can add a range of modules such as automated telephone sales, web sales, marketing, corporate sales and more.

Clubs using TALENT Sport include Bradford Bulls, Manchester City FC, Liverpool FC, Leeds United FC, Leicester Tigers Rugby Club, Durham County Cricket Club, Natal Sharks, Panathinaikos FC and Chester Race Company.