

A hand holding a pen points to a tablet displaying a bar chart and a data table. The background is a blurred office setting with a computer monitor showing a pie chart and another monitor with a grid of data. The entire image has a blue tint and a halftone dot pattern.

**TIP SHEET**  
**11 TIPS FOR**  
**MASTERING THE**  
**USE OF YOUR CRM**  
**FOR SALES AND**  
**SPONSORSHIP**

# TIP SHEET

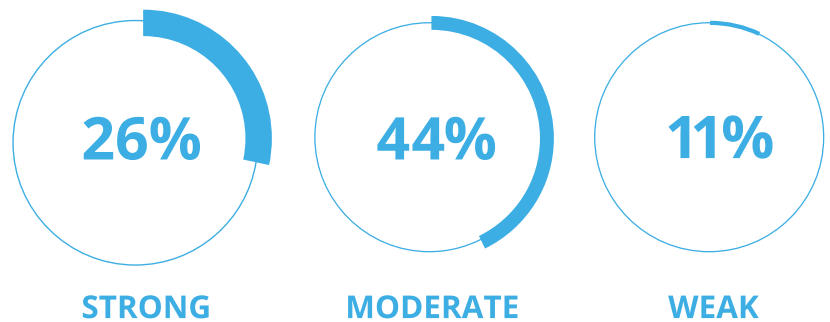
During a KORE Software Customer Insights Webinar, three sports executives from Major League Soccer (MLS) teams discussed use of their CRM for sales and sponsorship and how the KORE Software platforms have improved their business:

- **Ryan Bishara**, Director of Corporate Partnership Strategy, LAFC
- **Brett Broich**, Manager of Database Analytics, LAFC
- **Chris Bromley**, Manager of Business Intelligence, Vancouver Whitecaps FC

They offered several tips and strategies on ways to use your CRM, how to get full user adoption and the benefits that are gained through the cross-department collaboration the CRM generates.

In this analytics-based business world, the reports sports executives base their decisions on are only as good as two key pieces – raw data and the Customer Relationship Management (CRM) system they use to process the data.

And a CRM system is only effective if everyone on the team is using it. An audience poll conducted during a recent KORE Software Customer Insights Webinar attended by sports and entertainment professionals revealed the following on their teams' use of their current CRM:



- *Only 26% have strong user adoption*
- *44% have moderate user adoption*
- *11% have weak user adoption*

If the executive management team is making business decisions based on reports generated by their CRM, it's imperative there is complete user adoption so all the available information is being considered.



# TIP SHEET

## *4 Ways LAFC and Vancouver Whitecaps FC Suggest Using Your CRM*

**1**

### **Data collection and campaign distribution.**

Data from various sources – such as ticketing, email marketing, social media, fan engagement events or the league, and data collected from one-to-one customer interactions – is fed into your CRM. The data is aggregated in a way the sales, sponsorship and executive teams can use to make decisions and help determine the campaigns to be created for the appropriate target market..

**2**

### **Pipeline management with executive dashboards.**

Executives and reps are able to see the exact stage of every potential sale. This deep level of information helps them improve sales efficiency, forecast when deals will be done and any asset re-allocation that may be needed.

**3**

### **Partner asset management.**

Once a sponsorship deal is signed, the CRM tracks every deliverable to make sure it is executed properly and on time. You and your partners can collaborate on the activation status for each event or game in real time, ensuring everyone is on the same page, deadlines are met and nothing falls through the cracks.

**4**

### **Hyper-targeted marketing campaigns.**

With the data consolidated and freed up for analysis in your CRM, you can slice and dice segments on virtually any data point to ensure your customers and prospects are being sent the right sales and marketing messages for ticketing, merchandise and fan engagement.

**5**

### **Cross-departmental communication.**

Gone are the days when departments work in silos and one group of executives duplicates work or interferes with a deal because they don't know what another group is doing. Using your CRM leads to three distinct cross-departmental benefits, which are explained in more detail in the last section – 3 Benefits to Collaborating Across Departments.

# TIP SHEET

## 3 Tips for User Adoption

### 1 Drive adoption from the top down.

The executive team and ownership must buy-in to the use of a CRM and the detailed reports and analyses that will come from having everyone use it. Start garnering that buy-in as early in the process as possible.

### 2 Have a clearly defined policy.

Take the time to draft processes and policies on the proper use of your CRM so everyone understands the expectations.

### 3 Tie Credit and compensation to user adoption.

In order for an account rep to receive credit for outreach, meetings and pitches, and commissions for their sales, require that all data be in the CRM.

## 3 Benefits to Collaborating Across Departments

### 1 Everyone is looking at the same data.

The ticketing sales, sponsorship sales, activation and executive teams, as well as ownership, can see the data in real-time, which can help departments work together in planning activation and strategies. It also helps ownership and management plan for future resources and hiring needs.

### 2 Prevents duplication in outreach.

When the ticketing department sees that a prospect is already involved in a sponsorship, they'll know not to approach that person.

### 3 Aligns touch points.

It's easier to develop a strategy so customers aren't overwhelmed with calls and emails from multiple departments.

If you're looking for an innovative customer relationship management and business management system that drives sales, streamlines business processes and takes profitability to a new level, you'll want to check out the programs offered by KORE Software.

KORE Software has more than 10 years experience working with some of the most valuable sponsorship and admission-based brands in the world. We offer a comprehensive suite of tools for Ticketing and Fan Engagement, Sponsorship and Partner Engagement, Suites and Premium, and Data Warehouse and Analytics.

See how we can help streamline your sponsorship sales and activation efforts or deepen your fan engagement with our specialized software applications

Learn more at  
[www.KoreSoftware.com](http://www.KoreSoftware.com)

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