



## 118 WAYS TO USE YOUR COMPANY SEASON TICKETS

1. Give games to each salesperson at your company to invite key clients out to games.
2. Give games to each salesperson at your company to invite key prospects out to games.
3. Use tickets as a prize in a sales contest.
4. Use tickets to games as a prize in a cost-reduction/savings contest.
5. Give tickets to key vendors as a "Thank you!" for their service.
6. Use tickets as a general reward function for employees who save money, over perform, provide great customer service, do something great, etc.
7. Give tickets to each department in your organization to use in contests or as a reward function.
8. Have President/CEO take out key VPs or key people on his/her staff.
9. Have President/CEO take out key administrative folks in the company.
10. Have President/CEO take the company's best clients or key prospects to a game.
11. Give them to employees for their own personal use for their family, friends, etc.
12. Give to employees for special occasions, birthdays, anniversaries, etc.
13. Give to charitable organizations as a feel good or donation.
14. Give to an upset customer to help smooth over a problem situation.
15. Use them to help close a new sale or service agreement.
16. Utilize your package schedule as a way to keep track of when your salespeople are taking out prospects, how many they take out each season, and their closing percentage using Dash games.
17. If you raise prices, give your customers tickets as a way to say thank you for sticking with you.
18. Maintain your current clients because your competitors may be trying to use different entertainment venues to get your clients to become their clients.
19. Network with other businesspeople who are also season ticket holders and maybe even close a deal with the businessman sitting next to you.
20. Take one of your quieter clients to a baseball game. It will be much more relaxed and easier for open conversation at a baseball game than a luncheon with a client who doesn't talk much. There are plenty of things to stir conversation at a baseball game.
21. Take out an employee that you are not connecting with. Take him or her to the game to get on the same page outside of the workplace.
22. Get your salespeople to perform "client entertainment" at night, and not miss a day's work.
23. Make a client feel like a champion in his/her kids' eyes when he takes out his whole family to your great seats.
24. Impress a client's kid by arranging to take them down to the field before the game and introducing them to Dash players.
25. Have your salespeople attend a game in casual clothing and enjoy a couple of beers with their client turning that client into a friend.
26. Have upper management share tickets with staff to improve relationships and morale.
27. Give your clients a chance to feel like a kid again.
28. Close a sale by selecting your top prospect, arranging him to throw out a ceremonial first pitch, and present the prospect with a framed photo and certificate commemorating the event.
29. Give them to part-time workers to let them know that even though they are part-time, that they are still an important part of the organization.
30. Give tickets to the person who comes in earliest to work.
31. Give tickets to those who are accident-free in the workplace.
32. Use for recruiting new hires.
33. Welcome a new employee to the company with tickets.
34. Give tickets when an employee appeases an angry customer.
35. Give to a customer who makes timely payments or pays in full.
36. Give tickets to an employee who makes the most cold-calls in a day.
37. Give tickets to an employee who makes the most sales-calls in a day.
38. Give tickets to an employee who has the best closing percentage in a given week.
39. Give tickets to an employee who schedules the most appointments in house.
40. Give tickets to an employee who schedules the most appointments out of the office.
41. Give to the person making the most additional sales.
42. Give to the employee who generates the most new business.
43. Give to an employee who renews the most accounts.
44. Give tickets to a client's family on a season ticket holder gift night, when the family not only gets to go to the ball game, they also automatically receive the free gift.
45. Give to employees when they retire.
46. Utilize the special season ticket holder functions as a networking opportunity to meet other business leaders in the community.
47. Ask each person in the office to spend one night a month out with a client.
48. Hold a draft at the beginning of the season for the salespeople to pick the games that they want --- this will generate excitement for the season.
49. Invite a customer who hasn't done business with you recently.
50. Thank any volunteers that do work for you.
51. Give tickets for the best renewal rate.

52. When a customer compliments an employee, give the employee tickets.
53. Give them to a customer as thanks for positive and negative feedback.
54. Let your intern use your tickets.
55. When your company comes out for a group outing, you can show off your great seats to your co-workers.
56. Reward an entire department that overachieves during a specific week.
57. Give tickets to the salesperson that has the most outside appointments in a given week.
58. For employees who do not receive commissions, give Dash tickets as a perk and a morale booster.
59. Give tickets to your office cleaning crew.
60. Take a customer of one of your competitors out to the game.
61. Give tickets to your banker.
62. Give tickets to the FedEx/UPS/delivery man that you don't know the name of.
63. Give tickets to an employee who comes up with a terrific idea to save money.
64. Give tickets to a customer who offers you a suggestion on how to better do your job ... even if you don't like his idea.
65. Take one of your smaller accounts to develop the amount of business they give you.
66. Offer the tickets as a prize for a coloring contest of the kids of your employees.
67. Your secretary would love to go to a game.
68. Give tickets to the runner when he/she has been doing an exceptional job.
69. Use tickets as a raffle prize.
70. Give to an employee who stays particularly late working on a project.
71. Give to a client who always gives you pens or calendars with his logo on it.
72. Let your manager who has exceeded expectations for his/her department use your tickets.
73. Give your tickets to the secretary and/or assistant of the company that you are trying to close.
74. Take a customer that doesn't like to golf. They will feel much more comfortable at a Dash game.
75. Give tickets because it's not Secretary's Day.
76. Take out the new employee and get to know them.
77. Use your tickets and do a job interview at the Dash game. It's unconventional and will make you stand out.
78. Give to the employee who makes the least errors.
79. Invite out executives of your local Chamber of Commerce and get to know them.
80. When the owners of the company come to town, take them to the Dash game. It will ease the tension of having to deal with owners.
81. When an employee has a relative coming into town, give your tickets to him/her. The family will be impressed.
82. Give them to employees who have perfect attendance.
83. Give the tickets to customers who "test drive" or "sample" new products or services.
84. Raffle tickets to more popular games such as Opening day, All-Star Game, Playoffs, Fireworks Nights, etc. to employees as incentives.
85. Give them to your vendors/sales rep. for your phone system, office furniture, copier and fax equipment, and your computer network.
86. Give them to your office parking attendant.
87. Give them to any business legal counsel you may work with.
88. Give them out to as potential prospect after lunch/golf as a second meeting.
89. Give them to the security guard in your office building.
90. Pass them out to your die hard sports clients and pitch the "classic" baseball feel you get at BB&T Ballpark.
91. If a company has a difficult project coming up give the team working it the tickets for a game before their work starts. This will give them a chance to get to know each other in a stress-free environment before the hard work begins.
92. Take a loyal customer for his or her birthday.
93. Take a long term customer to say, "Thanks!"
94. Reward a customer who gave you a referral.
95. Thank a new customer for his or her business.
96. Offer to a customer for the holiday.
97. Improve communications with key co-workers.
98. Put a smile on an employee's face who is stressed out.
99. Send your co-workers or subordinates to a game together to promote bonding.
100. Give to your payroll department.
101. Give to an employee who has worked the most overtime.
102. Offer them to someone who has offered you helpful business advice.
103. Take someone you mentor out to a game.
104. Enhance relationships with those in a position to recommend you or refer your business.
105. Use for personal therapy after a difficult day.
106. Win back a customer who had a problem or a complaint with your company.
107. Package tickets with your product to promote sales.
108. Congratulate an employee on his or her recent promotion.
109. Give tickets to the rep of another company who enables you to service your customers well.
110. Give to an employee or customer who has been sick as a "get well soon."
111. Give to your customer service department as an appreciation for maintaining a good relationship with your customers.
112. Congratulate an employee for reaching their annual goals.
113. Reward your "Employee of the Month."
114. Donate tickets to patients at a local hospital.
115. Have a drawing at work to give them to a lucky employee.
116. Give them to a prospective employee who may be in town.
117. Reward suppliers and vendors who help you meet your deadline.
118. Give to potential vendors to enhance our business relationships.

