



ALL AMERICAN GAMES

100 FORGE WAY • ROCKAWAY, NJ 07866 • 973.366.8448

For 16 years, All American Games, has owned and operated major prep and youth national events; including the U.S. Army All-American Bowl, which has produced over 300 NFL players including Andrew Luck, Adrian Peterson and Odell Beckham. Between the events during the U.S. Army Bowl Week and other national events, we engage nearly 225,000 spectators and participants in addition to the 5.1 million viewers who watch on NBC and ESPN3 annually.

The Manager, Business Development will oversee the Football University camp insides sales department and be directly responsible for the development and execution of sales that drive revenue for portfolio of events. This position hires and mentors inside sales staff to drive sales and requires leadership by example and performance based results in the aggressive pursuit of team sales goals.

Beyond managing the day-to-day activities of salespeople through on-going training, tracking call volume and creating a sales culture that will drive success, the Manager will also be responsible for personally generating revenue by selling all AAG properties.

DUTIES AND RESPONSIBILITIES

- Managing the camp sales staff by determining goals, pricing, overall development of business plan, sales targets, developing pitch points, aligning marketing and advertising to help with specific campaigns, and providing resources for department call lists
- Providing continuous training including individual feedback, one on one sessions, and group training in order to improve overall sales skills, knowledge and achievement of goals
- Assisting sales staff in achieving high productivity and professionalism
- Developing positive sales culture with sales techniques and incentives to maximize productivity
- Handling customer service needs of group and individual patrons' needs
- Leading grass roots efforts to cultivate contacts within the youth and high school football communities.
- Being responsible for daily, weekly, monthly and yearly tracking and reporting of all camp activity
- Helping with sales forecasting activities and setting performance goals accordingly
- Management of corporate CRM (Salesforce)
- Oversee resource planning, reporting, incentives and communications to consistently achieve daily and weekly pre-defined sales targets
- Oversee the on-going recruiting of new sales specialists and call center personnel.
- Maintain current knowledge of pricing, discounts, venues and event dates
- Conduct sales efforts as needed
- Facilitate new processes, tools, communications, training, and methodologies to ensure sales program's success
- Collaborate with marketing support to achieve AAG goals and objectives

QUALIFICATIONS AND REQUIREMENTS

- 4-year college degree in Business, Sports Management, or related field preferred
- At least 3 years of successful sales experience in the sports industry
- Demonstrated ability to meet and exceed stipulated sales goals
- Excellent people skills, with an ability to interact effectively and in a professional, diplomatic and mature manner with internal and external clients at all levels within an organization
- High energy and passion for what you are selling
- Exhibits a positive, can-do attitude.
- Strong computer skills, including extensive knowledge and experience in Salesforce
- Must be self-motivated with the ability to work in a fast paced environment.
- Excellent communication skills, both written and verbal.
- Extremely organized with effective time management and organizational skills
- Must be able to assist individuals of various levels with needs and problems and react to difficult situations appropriately.

COMPENSATION

- Base salary plus commission based on overall sales
- Health benefits and 401k matching available

Employment: Full time
Office Location: Rockaway, NJ