

Sales Challenge: Minnesota Twins Ticket Packages

You will be assuming the role of a Minnesota Twins Inside Sale & Service Executive (ISS) as part of their Ticket Sales & Service Department (TSS).

This roleplay will consist of two rounds:

1. Participants will meet with a prospect with the goal of setting up a second meeting for B2B purposes and closing a B2C sale on the spot if possible. [15 minutes]
2. The top 2 from each room in round 1 (8 total) will advance to a meeting with your prospect and other decision maker from their company to pitch your products and close the deal. [15 minutes]

General judging criteria will include:

- Effectively and efficiently running a meeting with a hard deadline.
- Ability to perform a needs analysis and subsequently cross-sell and up-sell.
- Willingness to listen to customer's needs and craft creative solutions.
- Effectiveness in communicating your value proposition.
- Success in addressing potential objections.
- Overall presentation and professionalism.



Round 1:

Mission-

Participants will meet with a prospect with the goal of setting up a second meeting for B2B purposes and closing a B2C sale on the spot if possible. [15 minutes]

Notes:

You will be acting as an Inside Sales & Service Executive in the TSS Department who is reaching out to customers as part of a “High-Spend Single Game Buyer” Campaign. All fans on this list met the following criteria in 2023: spent at least \$400 on “Single-Game” tickets, purchased a minimum of 6 tickets total, and live in “Twins Territory” (MN, WI, IA, ND, SD).

As part of your cold calling campaign, you spoke with Alex, who was interested in learning more about the different types of packages we offer but preferred to talk in person.

Due to time constraints and their office being nearby, you have decided to meet there. Alex has **15 minutes** to chat before needing to leave for his next meeting.

Prospect & Company Background:

Alex works for MegaSphere Innovations (MSI).

MegaSphere Innovations is an international juggernaut in the dynamic field of artificial intelligence, revolutionizing the technological landscape with its cutting-edge solutions. With a vast global presence, the company has established itself as a beacon of innovation and expertise in AI. Boasting an impressive workforce of over 7,000 talented professionals in the Twin Cities metro area, MegaSphere is comprised of top-tier engineers, data scientists, and sales professionals, focused on shaping the future of intelligent technologies. As a trailblazer in the industry, MegaSphere Innovations continues to push the boundaries of possibility, seamlessly integrating AI into various sectors and leaving an indelible mark on the world stage.

Meeting Expectations:

- Close Alex on his personal Twins opportunity [B2C sale].
- Obtain a follow up meeting to discuss opportunities for a relationship of the Twins with MegaSphere Innovations [B2B sale].
- Get contact information for a referral.

Round 1 Post Meeting Requirements:

- Recap your conversation with Alex to ensure everyone is on the same page.
- Develop a creative and persuasive presentation to pitch the most appropriate package based on MSI’s as well as their stakeholder’s needs.
- Clearly outline the benefits for MSI.

Round 2:

The top two salespeople from each room (8 total) will advance to a second meeting with 2 key decision makers at MegaSphere Innovations.

- You have sold Alex well enough that he has invited and confirmed other decision maker to hear your pitch.
- Once again, they are short on time and could only spare **15 minutes** for your final pitch.

Round 2 Goals:

- Help MSI invest in their employees and/or clients and close the deal.
- Get contact information for a referral.

Overall Round 2 Requirements:

- Ask probing questions and learn more about MSI's diverse needs and wants.
- Develop a creative and persuasive presentation to pitch the most appropriate package based on MSI's needs and wants so you can close the deal.
- Clearly outline the benefits for Alex.
- Have pricing options and incentives readily available.
- Think about cross-selling and upselling where possible, as well as asking for referrals.

The logo for Twins, featuring the word "Twins" in a large, red, cursive script font. A thick red underline is positioned below the letters. A small "TM" trademark symbol is located to the right of the word.

Minnesota Twins Background Information:

The Minnesota Twins are a Major League Baseball team located in downtown Minneapolis, MN. The Twins were founded in 1901 and eventually relocated to Minnesota in 1961; Target Field has been their home stadium since its construction in 2010. Though many fans interact with the team by watching televised broadcasts, listening on the radio, and attending games sporadically; the TSS department and ISS reps focus on helping fans purchase Season Tickets, Group Outings, and Hospitality Spaces.

In your role as an ISS Executive, your sales process begins by cold-calling potential customers and typically setting up additional meetings to ultimately close the sale. The most recent campaign assigned to you was titled “High-Spend Single Game Buyers”. This list consists of fans who in 2023: purchased a minimum of 6 “Single Game” tickets, spent at least \$400, and live in “Twins Territory” (MN, WI, IA, ND, SD).

You spoke to MegaSphere Innovations Director of AI Sales Alex last week as one of your leads from this campaign. He didn’t have much time to talk but expressed interest in discussing ticket options. Due to his office being only five minutes from the stadium and his packed schedule, you agree to a quick 12-minute in-person meeting at his office.

In preparation for your meeting, you found that Alex lives in a suburb close to Minneapolis, and that MegaSphere employs 7,000 people in Minnesota and 50,000 worldwide. Their main product is an AI service that helps streamline data for companies’ internal data such as CRM systems and sales figures.

Minnesota Twins Ticket Offerings:

For the sake of this roleplay, these are the only seating areas we will acknowledge.

	Full Season (Per Seat)	40 Game (Per Seat)	20 Game (Per Seat)	Flex Plan (Per Ticket)	Group Price (Per Ticket)	Single Game Price (Per Ticket)
Dugout Box (Sections 2-6, 11-15)	\$7,500	N/A	N/A	\$95	\$110	\$120
Infield Box Sections (105-108, 120-123)	\$4,000	\$2,050	\$1,050	\$55	\$55	\$60
Home Plate View Sections (310-319)	\$2,000	\$1,050	\$550	\$30	\$30	\$35

Available Incentives: (Minimum Spend) **Maximum one incentive per account*

4 Complimentary Club Level Tickets (\$2,000 or Successful Referral)	4 Pre-Game Field Passes (\$4,000)	Autographed Baseball (\$2,000)	Autographed Bat (\$4,000)
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Season Ticket Packages:

- Traditional Plans
 - Predetermined package with X number of seats to Y number of games
 - Ability to exchange into and out of games at-will.
 - Full Season, Half Season, or Quarter Season Plans (81/40/20 Games)
 - Example: 4 Seats, Full Season, in Section 113, Row 5, Seats 7-10
- Flex Plans
 - A bank of ticket vouchers you can redeem as you go.
 - Ability to redeem well in advance or minutes before each game.
 - Any increment of 10 vouchers can be purchased with a minimum of 20.
 - Example: 320 Ticket Flex Plan in the Home Plate Box Sections 109-119.
- Traditional Plans vs Flex Plans
 - Flex Plans are typically slightly more expensive per ticket for the same seats.
 - Traditional Plans guarantee your exact seat location, while Flex is based on availability at the time of each redemption.

Group Outings:

- Provides a discount by purchasing tickets in bulk for one game.
- Requires a minimum of 20 tickets.

Hospitality Spaces:

- Single game rentals of private group spaces.
- Offerings Include:
 - Event Suites with 24 tickets
 - \$6,000 (incl. Food and Bev)
 - Skyline Suites with 50 tickets
 - \$10,000 (incl. Food and Bev)
 - Budweiser Roof Deck with 250 tickets
 - \$11,000 (No F/B included)

Twins 2024 SCHEDULE

MARCH/APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
				28 KC	29 KC	30 KC
31 KC	1	2 MIL	3 MIL	4 C 3:10	5	6 C 1:10
7 C 1:10	8 LA 6:40	9 LA 6:40	10 LA 12:10	11 DET	12 DET	13 DET
14 DET	15 BAL	16 BAL	17 BAL	18	19 D 7:10	20 D 1:10
21 DET 1:10	22 CWS 6:40	23 CWS 6:40	24 S 6:40	25 S 12:10	26 LAA	27 LAA
28 LAA	29 CWS	30 CWS				

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
			1 CWS	2	3 B 7:10	4 B 1:10
5 B 1:10	6 S 6:40	7 S 6:40	8 S 6:40	9 S 12:10	10 TOR	11 TOR
12 TOR	13	14 NY 6:40	15 NY 6:40	16 NY 12:10	17 CLE	18 CLE
19 CLE	20 WSH	21 WSH	22 WSH	23	24 T 7:10	25 T 1:10
26 T 1:10	27 KC 1:10	28 KC 6:40	29 KC 6:40	30 KC 12:10	31 HOU	

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
						1 HOU
2 HOU	3	4 NYY	5 NYY	6 NYY	7 PIT	8 PIT
9 PIT	10 CR 6:40	11 CR 6:40	12 CR 12:10	13 A's 6:40	14 A's 7:10	15 A's 1:10
16 A's 1:10	17	18 TB 6:40	19 TB 6:40	20 TB 12:10	21 OAK	22 OAK
23 OAK	24	25 ARI	26 ARI	27 ARI	28 SEA	29 SEA
30 SEA						

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2 D 6:40	3 D 7:10	4 D 1:10	5 ☆ 7:10	6 ☆ 1:10
7 ☆ 1:10	8 CWS	9 CWS	10 CWS	11	12 SF	13 SF
14 SF	15	★ ALL-STAR BREAK ★ ARLINGTON, TX			19	20 U 6:10
21 U 1:10	22 P 6:40	23 P 6:40	24 P 12:10	25	26 DET	27 DET
28 DET	29 NYM	30 NYM	31 NYM			

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 S 7:10	3 S 6:10
4 S 1:10	5 CHC	6 CHC	7 CHC	8	9 C 7:10	10 C 6:10
11 C 1:10	12 KC 6:40	13 KC 6:40	14 KC 12:10	15 TEX	16 TEX	17 TEX
18 TEX	19 SD	20 SD	21 SD	22	23 SF 7:10	24 SF 6:10
25 SF 1:10	26 A 6:40	27 A 6:40	28 A 6:40	29	30 7:10	31 6:10

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
1 1:10	2 TB	3 TB	4 TB	5 TB	6 KC	7 KC
8 KC	9 A 6:40	10 A 6:40	11 A 6:10	12	13 C 7:10	14 C 6:10
15 C 1:10	16 CLE	17 CLE	18 CLE	19 CLE	20 BOS	21 BOS
22 BOS	23	24 M 6:40	25 M 6:40	26 M 6:40	27 7:10	28 1:10
29 2:10	30					

HOME GAMES
 ROAD GAMES
 All times CT. Schedule subject to change.

twins.com

 Ballpark



- MAIN LEVEL**
- Thomson Reuters Champions Club
 - Dugout Box Infield
 - Dugout Box
 - Home Plate Box
 - Infield Box
 - Diamond Box
 - Field Box
 - Left Field Bleachers
 - The Cove
 - Overlook
 - Corona Right Field Patio

- ROOF DECK**
- Budweiser Roof Deck
- CLUB LEVEL**
- Delta SKY360° Club
 - Legends Landing
 - Event Suites
 - Truly On Deck
- UNITEDHEALTHCARE SUITE LEVEL**
- Premier Suites
 - UnitedHealthcare Sensory Suite

- TERRACE LEVEL**
- Home Plate Terrace
 - Diamond Terrace
 - Field Terrace
 - Corner Terrace
 - Home Plate View
 - Diamond View
 - Field View
 - Cub Family Section

- OUTFIELD MEZZANINE LEVEL**
- Delta SKY360° Suite
 - Treasure Island Home Run Deck Terrace
 - Treasure Island Home Run Deck View
 - Grandstand

Accessible Seats:

To ensure a positive experience for all guests, Target Field offers accessible seating throughout the ballpark.

