

Multi-Line Sports & Entertainment Company Sees 31% Increase in Closed-Won Opportunities



**THE
MADISON SQUARE GARDEN
COMPANY**

The Mandate

Leadership at Madison Square Garden (MSG) needed to create consistency and accountability amongst their teams to drive sales performance.

The Challenges

MSG's sales leaders knew there were gaps between how the reps ran their calls and the ideal call structure, which hindered their success. Top performers were averaging 2-3 meetings per week while the B-players were often getting 0.

It was clear their reps needed coaching, but the existing call recording software made it a cumbersome, time-consuming task. Managers didn't have the time to dig up the recordings and listen for coachable moments. Further still, there was no visibility into whether or not managers were coaching at all.

MSG sought a solution to overcome their top challenges including:

- Skills gaps and inconsistencies amongst reps
- No visibility into what was happening on calls
- No accountability for managers to coach

“Our teams watch the game film to improve on the court and the ice. When sales reps and managers heard their own tape, their calls got better overnight and it transformed our culture.”



John Abbamondi
EVP, Ticketing, Suites
& Hospitality

The Solution:

Integrate ExecVision with DialSource

- ExecVision helped MSG identify what 'good' calls looked like for their organization by enabling them to listen to their own game film. We created behavior-based scorecards and a skills heat map to visualize where the individual reps were strong and weak.
- Managers were taught how to effectively coach calls to drive behavior change, including capping the number of skills being coached per session to two.
- MSG built out call libraries of best practices sourced from their own reps, which helped make the onboarding process easier while creating a positive coaching culture.

The Results

MSG was able to create a coaching culture that everyone loved. There was a lot of transparency around how to do calls, who and how to coach, and what the resulting business impact would be. In just 100 days, MSG saw:



31% increase in closed-won opps with targeted coaching



90% of reps listening to calls each week—7,000+ calls played



25% increase in scorecards completed MoM



2,250+ Comments left on calls