



Chicago Fire Soccer Club

Fan Experience Internship

By: Jack Metz

9/17/2012

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Artifact: Fire Game-day Newsletter

This artifact explains one of my main jobs on weeks leading up to a game on the weekend. The newsletter is what is used to supply each of the vendor, as well as the Fire staff, information regarding the game. Due to all the information that is being discussed throughout the weeks leading up to games it is nice to have a sheet where employees can look at it and find an answer quickly. I created this document for each game and once I was finished with it and it was checked by my manager it would then get sent out to many people on the fire side who would then attach it to the game operation packet that would be discussed in a Thursday morning meeting with representatives of all the third party vendors. We then asked each representative to make copies of this newsletter and have it available to all their employees so they could be aware of surroundings and answer any questions fans may have. For instance, we wanted all employees to know who the Fire were playing and when their next home match was so employees could have that information at their hands. In attempt to recognize employees who went above and beyond in supplying a world-class environment to fans we highlighted each to encourage all employees to go the extra mile to help a fan. We wanted each employee to know something about the team so we came up with Fire Facts so they could have talking points with any fans or in case any questions came their way. Game day notes provided information of where the busiest traffic areas may be due to giveaways before and after games and other information that they need to know. The final section the Cheat Sheet, was quick facts for all employees to look at when they did not know a question that a fan asked. The information in this section is also what made up my questions on game days that I would ask the employees. The typical list of questions is attached with this artifact to show what I would achieve to do during a game. How each of these artifacts helped me is with my writing skills in drafting the newsletter and with

communication skills as I would talk with over thirty employees on some game days. Along with this we were making sure employees wanted to know the information and if they received a perfect score on my questions they received a Chicago Fire pen and their name was entered into a raffle for an Ipad at the end of the season. After a few games people would recognize me and know what I was coming to do and it became very fun because people really wanted to know the information.

Artifact: Secret Shopper Artifact

The secret shopper report was a great piece of information for our staff because as much as we attempted to assess how are employees were succeeding in providing a world-class experience for the fan we had many other duties to attend to so outsourcing a company to send a trained employee to assess the third party vendors and fire staff that interacts with fans. The reports from the game would usually be received on Tuesdays prior to our meetings with the vendors, so we could view the report and discuss the findings with the vendors in the meetings. These detailed reports usually consisted of over thirty pages of selected departments of the Fire scored and then employees around the stadium. With these reports we go through each page and gather any complaints, which we add to the complaint log, and find out how we can fix any potential problems that were exposed. When the Secret Shopper report came in I had three jobs that I had to take care of by myself to give our department analysis of the data collected. My first job was to go through and find the employees who received perfect scores and add them to our employee recognition list for future games when we will honor them at halftime again. My second job was creating an excel sheet and inputting each departments score and when it was all inputted together I would total all the past games numbers and find out the updated secret shopper score percentage that was the number one goal we were achieving for this season. Our goal was 80 percent, and currently it is at 87 percent so the job has been relatively completed, but it the need to always be improving is important to the department. My third job with the report was to search through each employee report and find how they graded out on three questions. The questions were “Did they greet you, smile, and treat you with an attitude of invitation?,” “Did they thank you after the purchase or following verbal exchange?,” and “in completing their communication, did they use a friendly farewell?” The answers of these questions would be used in another excel sheet that showed the Key Service Expectations that we used to show how each

vendor was doing in serving the fan and wishing them to have a good game experience. The numbers showed a huge growth from the time started until my time ended there. This kind of artifact taught me a lot about how employees are graded and the criteria that is expected when interacting with fans. I also was able to hone my excel skills and be able to take a report and make a detailed analysis of it to help give us perspective of how to improve on making the experience for the fan the best.

Artifact: Post-Game Outline

The post-game outline is an interesting artifact because it is the outline put together by my supervisor, Kevin, and he would take all information that stands out from the previous game and look at the radio log, secret shopper report, and any complaints or stories from staff members that were noticed during the game and compiles them all up. With this information, outlines for each vendor are made and we discuss them in meetings each Tuesday following a game. In the first couple of games I was present for we had specific vendor meetings on Tuesdays with a different vendor every thirty minutes. After a couple games it became known that the vendors felt like they were being yelled at in these meetings because all the complaints were on a sheet of paper and it did not come across in a good manner. We then attempted to have a meeting time where all vendors came to the meeting and we would have all issues on the sheet of each vendor and everyone would get one. This also let it be known to all vendors that each one of them were getting the same message from our side, but we would continue to get feedback about how the vendors were not taking anything we were saying seriously because after all we were not their bosses and we were making it seem like the Fire had no problems and it was just them. This is where the learning measure came into play and it was seeing first-hand how to conduct relationships with these vendors. The artifact that is included is how the meetings were outlined as of my last days there. We would put the top three issues from the whole season on the sheet issues from the game for all the vendors on the front of the page, and then on the back of the sheet would be specific issues but we had them specific for each vendor so one vendor could not see the other vendors specific complaints. It seemed like this was an appropriate and welcomed way to do the meeting and in the artifact graphs can be seen that I created in excel to show how vendors were progressing in complaints throughout the season. The relationship between the Fire

and the Village of Bridgeview along with the vendors is a very interesting one that I am glad I was able to witness because I always assumed that building owners would always be happy with the teams, but it is not always the case. In all, I chose these three artifacts because I believe they all had a certain element of being connected and how the newsletter how all employees know product knowledge and how to address fans can be seen through the secret shopper report and how all issues raised can be handled in post-game meetings with vendors, but it helps if there is a healthy relationship on both sides that is aimed to get better.

CHICAGO FIRE SOCCER CLUB

INSIDE SALES PROGRAM

JOB DESCRIPTION

The Chicago Fire Soccer Club will hire eight (8) Inside Sales Representatives responsible for soliciting new season ticket, group ticket and premium seating business by telephone. Each rep is expected to make a minimum of 80 phone calls per day. Representatives are required to follow up with their leads in a timely manner, service all incoming requests for season and group ticket information, and provide additional support to the Ticket and Marketing departments when necessary. Each rep is assigned his or her own workspace, phone, computer, and supplies.

The program will begin January 2013 and end August 2013. Hours of operation: Monday through Friday from 9:00 a.m. until 5:00 p.m. (although times may vary) at the Fire front office located at Toyota Park (7000 S. Harlem Avenue, Bridgeview, IL). Reps will be paid an hourly wage (\$9 per hour), plus the commission for ticket sales revenue generation. A comprehensive benefits plan is provided which includes medical, dental, and vision coverage. Although there are no guarantees for full-time employment once the program ends, individuals who excel will be considered for future positions.

QUALIFICATIONS

- Bachelor's degree in sports administration, business, advertising, marketing, communications, or liberal arts degrees are preferred
- Interest in building a career in sales
- Excellent verbal and written skills
- Team player with a positive attitude, self-confidence, professionalism, resourcefulness, integrity, motivation, and a very strong work ethic
- Sales experience, although not required, is very helpful
- Ability to work flexible hours including, but not limited to, evenings, weekends, and holidays
- Bilingual (English & Spanish) language skills preferred

Please submit your cover letter and resume for consideration.

Contact: Jude La Rose – Manager of Inside Sales – jlarose@chicago-fire.com

Chicago Fire Inside Sales Program
7000 S. Harlem Ave.
Bridgeview, IL 60455

Dear Mr. La Rose,

My unique mix of previous work experience and my completion of a Bachelor's Degree in the Sport Management program at Loras College, in Dubuque, Iowa has started my progress in obtaining the skills needed to fulfill my career aspirations. I believe that I would be an ideal candidate for a position with the Chicago Fire Soccer Club's Inside Sales team. I believe that the program would assist in starting a career in sports and selling a product that I enjoy, which is the sport of soccer.

My experience as an intern previously with the Chicago Fire Soccer Club, combined with my prior internship with the Dubuque Fighting Saints has convinced me that sales and operations in the sport business atmosphere is a career option I would like to explore. The Fire's program would provide me with the best atmosphere due to the opportunity to being exposed to the sports field through selling.

More importantly, an Inside Sales position with the Chicago Fire Soccer Club would be mutually beneficial. The Fire has an excellent reputation of selling Major League Soccer's most affordable ticket and selling a world-class experience to the fan. I know that the combination of my experience, my love for sports and selling, knowledge of the six-step process to selling, and motivation to excel will make me an asset to get more fans involved in the team through the ticket sales department.

I believe I am a strong candidate for a position with your company. I am a motivated individual, who is ready to put forth my energy and time to gain valuable experience in my career field. I have included my resume for your review. I look forward to the possibility of meeting with you. I appreciate your time and consideration. Should you have any questions before that time, you may reach me via cell phone or email.

Sincerely,

Jack Metz

Jack R. Metz

Home Address

11154 S. Artesian
Chicago, Illinois 60655
Home Phone: (773) 239- 2879

School Address

Loras College, Box 1009
Dubuque, IA 52001
Cell Phone: (773) 318-3172
E-mail: jack.metz@loras.edu

Objective

Obtain an entry-level position that will allow me to assist in sports business operations and communication with consumers and fans.

Education

Loras College, Dubuque, IA
Major: Sport Management **Minor:** Business & Public Relations
Anticipated Graduation: May 2013

Experience

2010 Worked with State Farm cold-calling potential clients and closing insurance deals
2010 Experienced constant customer traffic and assumed many assistant-to-manager duties at Taste of Chicago
2008 - 2009 Student Aided for Grammar School Afterschool Program
St. Cajetan Elementary School, All grade levels

Employment

2012 Chicago Fire Soccer Club
Bridgeview, IL 60455
Fan Experience Intern
- Provided world-class experience by creating Fan-Focused culture
- Communicated daily with 3rd party vendors to establish relationship and understanding in service fans
- Fielded fan complaints and learned how to sell tickets to consumers

2010 – Present Loras College Lorian Newspaper
Dubuque, IA 52001
Head Sports Editor/Managing Editor
- Managed a staff of writers with weekly duties and deadlines to meet
- Formed relationships with athletic coaches and players on campus
- Edited stories and designed sports pages with InDesign

2011 – 2012 Dubuque Fighting Saints Hockey
Dubuque, IA 52001
Executive Associate (Internship)
- Communicate with fans through fan services
- Execute behind-the-scene situations that make viewing the game for the fans smooth and entertaining. (Intermission promotions, sponsorship nights)
- Selling tickets through box-office, updating and running the LED board

2011 Sports Information Office at Loras College
Dubuque, IA 52001
Internship with the Sports Information Director
- Day-to-day communication with team officials on campus
- Wrote sporting event re-caps and write-ups on duhawks.com
- Recorded statistics and held various jobs on game days

Activities

2009 – Present The Lorian: Loras College newspaper head sports editor and column writer
2011 – Present Loras Sports Business Club member
2010 – 2012 Loras Dance Marathon Family Relations Committee member, Morale Captain

SKILLS

Microsoft Word, Excel, PowerPoint, FrontPage, InDesign, Photoshop, Archtics, Virtus certified

