



# HOW TO USE YOUR DAYTON DRAGONS 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 or 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 the company money.
  - Do something great.
  - Meet deadlines.
  - Generate revenue.
  - Provide great customer service
  - Adhere to company safety guidelines.
  - On-time delivery
7. Give tickets to each department manager in your organization to use in contests or as a reward function.
8. Have President or CEO take out key people on their staff.
9. Have President or CEO take out key administrative folks in the company.
10. Have President or 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 such as birthdays, tenure anniversaries, etc.
13. Give to charitable organizations to use in their charity raffle to raise money for their cause.
14. Give to charitable organization to use to say thank you to their staff or volunteers for their positive influence in our community.
15. Give to an upset customer to help smooth over a problem situation.
16. Use them to help close a new sale or service agreement.
17. Utilize your package schedule as a way to keep track of when your salespeople are entertaining prospects, how many they take out each season, and their closing percentage using Dragons games (see the ROI chart).
18. If you raise prices, give your customers tickets as a way to say thank you for sticking with you.
19. Network with other businesspeople who are also season ticket holders and maybe even close a deal with the person sitting next to you.
20. Take one of your quieter clients to a baseball game. It will be much more relaxed for open conversation at a baseball game than a luncheon with a client who doesn't talk much.
21. Take out an employee that you are not connecting with. Take them to the game to get on the same page.
22. Get your salespeople to perform "client entertainment" at night.
23. Make a client feel like a champion in their kids' eyes when they take their whole family to your great seats.
24. Have your salespeople attend a game in casual clothing and enjoy a couple of beers with their client turning that client into a friend.
25. Have upper management share tickets with staff to improve relationships and morale.
26. Give them to part-time workers to let them know that they are an important part of the organization.
27. Give tickets to those who are accident-free in the workplace.
28. Use for recruiting new hires.
29. Welcome a new employee to the company with tickets.
30. Give tickets when an employee appeases an angry customer.
31. Give to a customer who makes timely payments or pays in full.
32. Give tickets to an employee who makes the most cold calls in a day.
33. Give tickets to an employee who makes the most sales-calls in a day.
34. Give tickets to an employee who has the best closing percentage in each week.
35. Give to employees when they retire.
36. Ask each person in the office to spend one night a month out with a client.
37. Hold a draft at the beginning of the season for the salespeople to pick the games that they want.
38. Let your intern use your tickets.

**Need other ideas? Give your Dragons representative a call at (937) 228-2287.**



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39. Invite a customer who hasn't done business with you recently.
40. Thank any volunteers that work for you.
41. When a customer compliments an employee, give the employee tickets.
42. Give them to a customer as thanks for positive and negative feedback.
43. Give tickets to the vendors who get projects done efficiently.
44. Give tickets to your tax preparer or accountant after April 15.
45. Thank referral sources with tickets to a Dragons game.
46. Your secretary or receptionist would love to go to a game.
47. Give tickets to the salesperson that has the most outside appointments in each week.
48. For employees who do not receive commissions, give Dragons tickets as a reward and a morale booster.
49. Give tickets to your office cleaning crew.
50. Take a customer of one of your competitors out to the game.
51. Give tickets to your banker, lawyer, health care broker, or IT professional.
52. Give tickets to the FedEx, UPS, or USPS driver.
53. Give tickets to an employee who comes up with a terrific idea to save money.
54. Give tickets to a customer who offers you a suggestion on how to better do your job, even if you don't like their idea.
55. Offer the tickets as a prize for a coloring contest of the kids of your employees.
56. Give to an employee who stays particularly late working on a project.
57. Give to a client who always gives you pens or calendars with their logo on it.
58. Let your manager who has exceeded expectations for their department use your tickets.
59. Give your tickets to the secretary or assistant of the company that you are trying to close.
60. Use the tickets yourself.
61. Take a customer that does not like to golf. They will feel much more comfortable at a Dragons game.
62. Take out the new employee and get to know them.
63. Use your tickets and do a job interview at the Dragons game. It is unconventional and will make you stand out.
64. Give to the employee who makes the least errors.
65. Give to members of the Rotary, Optimist, Lions, Kiwanis (or other such club) that the company is a member.
66. Invite out executives of your local Chamber of Commerce and get to know them.
67. If you have out of town ownership, when they come to town, take them to the Dragons game.
68. When an employee has a relative coming into town, give your tickets to them. The family will be impressed.
69. Bring your parents to the game.
70. Give them to employees who have perfect attendance.
71. Give the tickets to customers who "test drive" or "sample" new products or services.
72. Raffle tickets to more popular games such as Opening Day, etc. to employees as incentives.
73. Give them to any tenants you may have.
74. Give them to your office repair staff.
75. Give them to your vendors or sales representative for your phone system, office furniture, copier, fax equipment, and internet.
76. Give them to your office parking attendant.
77. Give them out to as potential prospect after lunch as a second meeting.
78. Give them to the security guard in your office building.
79. Give them to employees that work in the restaurant or food court in your office building that always get lunch or snacks from.
80. If a company has a difficult project coming up give the team working 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.

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