Student’s Choice Assignment:

Interview with Professional Sales Executive for Miami Marlins Organization

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**Contact Information**: Sales Executive Miami Marlins, Kahming Wong,
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Dear Kahming,

I just wanted to thank you again for allowing me to interview you. It was great to talk to a former IU student, and hear about your experiences and perspective with the sports industry. I learned more about what it’s like to be a sales executive for a professional organization. Thank you again for all of your advice.

Sincerely,
Elliot
Context

Being able to interview and discuss the professional sports industry with former IU alumni Kahming Wong has been an incredible experience. Although I had not known Kam before the interview, I was very fortunate to come in contact with him through a friend from my hometown. In the past year, Kahming has recently graduated from Indiana University and is currently working as a Sales Executive for the Miami Marlins. Prior to landing a job with the Marlins, Kam was very involved at IU through becoming a labor leader for the Recreational Sport center, participating as a business and coaching intern for DistinXion, as well as completing a property assistant internship for Learfield Communications. Before interviewing Kam, I sent him an email to confirm the interview and to schedule a convenient time. The interview of Kam took place in a private conference room in the library on a Thursday afternoon around 3 O’clock. Due to his location in Miami, the interview took place over a phone call that had lasted about forty-five minutes. Learning about Kam and his experience’s involving the sport industry has allowed me to better understand the steps it takes to become a professional in this industry.

Learning Experience

The professional sports industry contains various jobs and positions among many different professional sport organizations. Jobs relating to sport professionals can be categorized under many different titles involving positions such as coaches, executives, general managers, coordinators, directors, sales force executives, agents, and many more. Kam, who I interviewed, has a professional sport’s job as a Sales Executive for the Miami Marlins Organization. Although
this is actually Kam’s first job, he did not fail to mention the beneficial skills and experience he received while volunteering and interning as a student at Indiana University. Kam elaborated on the value of his education at IU, majoring in Management and Marketing, and minoring in Sports Marketing. Through studying the marketing and management fields of business, and applying it to sports, Kam has been able to effectively use his business and sport knowledge as a Sales Executive. Additionally, by volunteering and interning at IU, Kam expressed the skills he evolved at efficiently communicating with others and becoming a leader. Kam’s work for the organization also required the use of certain managerial processes. These processes known as planning, staffing, organizing, directing, and controlling and evaluating are often used by individuals in the sport industry (Kerwin, Li, Burton 100). I figured that Kam’s position required the use of all of these skills, yet; the main processes he uses for his job involve mostly just planning, organizing, and controlling and evaluating. To reach his goals for the day, Kam explained to me the importance of starting the day with a plan of things that need to get done and making it happen. Following a plan and completing the main objectives for the day allows him to organize and plan for future work. By scheduling future individual fan and family calls, along with calling and researching other businesses in his free time ultimately helps him to stay ahead of the game. Finally, Kam portrays the use of controlling and evaluating by collectively viewing himself and other Sales Executives within the organization as a team. “Each of the executives work individually and as a whole to make sure everyone is doing there job and reaching their sales for the month,” said Kam in the interview. The amount of sales a person makes allows overseers of the position to determine which sales executives are producing the most revenue. As
Lashbrook states, “At the end of the session, the highest producers usually get promoted into full-time positions on one of the ticket sales teams” (sportsmanagementworldwide.com). For Kam to achieve his goals, he out works other sales executives by setting his standards very high to ensure that he is reaching all of his goals.

Elaborating on the use of managerial skills in the professional field of sport sales, Kam mainly addressed the important role of managing himself. The value of managing his time, fully utilizing his resources and knowledge, and working towards a goal each day shows how Kam productively manages himself. Additionally, Kam does not manage anyone other than himself, therefore; his position doesn’t directly oversee any positions other than his sales team. Learning about Kam’s individually focused work experience allowed me to understand that not all sport positions are required to manage and direct other people. On the other hand, Kam may not be in charge of other people, but he is responsible for working with other people involved in the sales operation. As a member of the Marlins Organization, Kam shared the organization’s overall mission of winning the World Series. Kam expresses the organization’s overall values much like the escalator model, in which Sutton describes as “a relationship within a team that is always moving forward” (sportsbusinessdaily.com). The importance of having everyone from the bottom to the top of the organization striving for the same outcome of becoming World Series Champions increases the business, support, and brand of the overall Miami Marlins Organization. The fans who attend sport games ultimately drive the profitability and improve the foundation of the organization. Contemporary Sport Management addresses the importance of creating quality relationships with fans and other businesses by stating, “Relationships are a
crucial part of the sport consumption experience” (249). Kam elaborated on the value of relationship skills involving his job. Relationships are very important for Ken to create with the consumer because his success is ultimately driven by his sales. Speaking with Ken has helped me learn how striving to create strong customer and business relationships is very beneficial in promoting himself and the organization. Listening and learning more about Kam’s job, working for a professional baseball organization, has allowed me to further understand the roles involved in certain professional sport positions.

By talking to Kam about his experience as a Sales Executive, I have found that the work he is able to do for a living intrigues me greatly. I would love to work for some type of sales operation for a sport organization at some point in my life. I learned a lot of great knowledge and took some great advice from my interview with Kam. One thing that really stuck out to me was the emphasis he made towards the importance of working hard when it’s time to work hard and having fun when it’s time to have fun. Overall, Kam’s interview has benefited me with impacting knowledge about the professional sport industry, and his advice and work ethic has influenced me to push myself in becoming a better person each day.

In conclusion, interviewing a sport professional has allowed me to further apply understanding to what it’s like to have a job in the sport industry. Interviewing one of Miami Marlins sales executives, Kahming Wong, has given me a deeper look into what it’s like working for a professional sport’s organization. Applying Kam’s roles, utilizing managerial processes and creating strong relationships, in *Contemporary Sport Management*, has broadened my understanding of how these skills are used by a sales executive. Additionally, the Marlin’s
organization representing the same values and goal of winning the World Series as a whole, shows the impact of franchise building through the always moving forward escalator model. Finally, this opportunity to speak with and learn from Kam’s experiences and advice, has pushed me to dig deeper into the sport industry by seeking more sport professional jobs and learning the skills it takes to earn these positions.
References

