



Canada's Only Sports Career Training & Placement Program  
Hosted By Canada's Leader in Ticket Sales Training



Train For Your Future in Sports	Guaranteed Placement	Institute Itinerary
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Professional Sports teams are continually looking to hire top sales account managers to increase revenues. Most teams however are looking for a skilled and experienced sales staff and for the average person looking to break into sports, those two qualities are hard to obtain.

Cosmos Sports Institute is the only program that provides its graduates with a **GUARANTEED SALARIED JOB PLACEMENT**. Teams who have hired CSI graduates are: Edmonton Oilers (NHL), Toronto Argonauts (CFL), Hamilton Tiger-Cats (CFL), Edmonton Eskimos (CFL), Hamilton Bulldogs (AHL), Toronto Marlies (AHL), Toronto Nationals (MLL), Ottawa 67's (OHL), Abbotsford Heat (WHL) and the Royal Canadian Golf Association.

Cosmos Sports Institute is the most sought after training institution by sports executives in North America.

The standards are high at the Institute and all applicants must successfully complete an interview process in order to be accepted to the CSI program.

Having successfully trained over 300 professional sports teams, Cosmos Sports provides their students with the most innovative, creative and results driven methods of selling in sports. The intensive two week program focuses on the current trends in sports and prepares its graduates to be successful in the field.

*"...CSI teaches you successful sales strategies and then gives you the opportunity to execute them with real customers to see what approach works best for you. CSI was the best career investment I ever made!"*



Mike McGhee  
Toronto Nationals – Account Manager  
2010 CSI Graduate

*"We have had the pleasure of hiring graduates of the Cosmos Sports Institute. They are well equipped to dive right into dealing with clients and customers to promote and sell our products".*



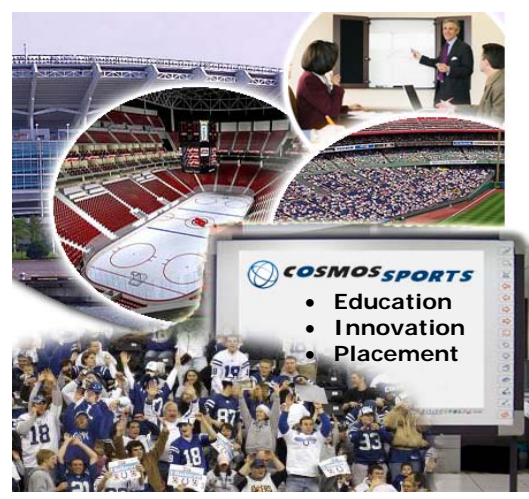
Tandy Kustiak  
Manager, Human Resources  
Edmonton Oilers, NHL

More testimonials on our website...

With the commitment from sports organizations to hire CSI graduates upon completion, account managers are assured placement into the sports industry.

### Why Begin Your Career at the Cosmos Sports Institute?

- Extensive Sports Sales Training from Industry Leaders
- Salaried placement in sports upon completion
- Reputation of having trained over 300 Professional franchises
- Innovative and creative "best practices" training to properly prepare account managers
- Only Placement Program of its kind in the Country
- Learn about the different experiences from each of our instructors and speakers, and develop techniques in order to make yourself better
- Acquire the skills and knowledge required to be an efficient and successful employee in the sports industry



Cosmos Sports Institute focuses on 2 intensive weeks of training prior to placement with a professional team. A typical overview of the 2 weeks include:

#### Week 1

Day 1 – **Program Orientation & Expectations**  
Intro to the Sales Cycle

Day 2 – **Sports Industry Training**  
Extensive Sales and Business Training  
Understanding the Industry and the Fans

Day 3 – **Lead Generation Strategies**

Day 4 – **Skills of Selling & Art of Listening**

Day 5 – **Sales Workshop & Closing Techniques**

#### Week 2

Day 6 – **Executive Speakers Series**  
Learn From the Best in the Industry

Day 7 – **Ticket Sales Practicum**  
Live Phone Sales for Actual Teams

Day 8 – **Tour of Toronto professional teams' Facilities** (TFC, Marlies, Argos, Blue Jays)

Day 9 – **Call Back and Follow up Training**  
Up Selling and Added Value Techniques

Day 10 – **Career Placement Training**  
The Interview Process & Placement Preparation

*\* schedule and topics subject to change*

**Spots are limited. Apply today RISK FREE!**  
**Call 905-564-4660 x224**  
or email us at  
**csi@cosmosports.com**  
**[www.cosmosports.com/csi](http://www.cosmosports.com/csi)**