

SO YOU WANNA BE AN AGENT?

MODULE 3 || SPORTS AGENCY BUSINESS MODEL



Strategic Model:

The strategic model of each agency can mean very different things. Especially with the overseas market.

Here in the states, the model is pretty self-explanatory. If you recruit and sign a NBA prospect, **you are most likely going to interact directly with NBA front offices** on behalf of your client.

The overseas strategy is quite different for most agencies in USA. Most US based agencies have partner agencies overseas. Some partnerships are exclusive to specific markets, which means your clients technically could have 5 agents in addition to you. Some partnerships are more widespread, and include exclusivity in multiple regions.

In this case, **you are most likely going to interact with the middleman** (which could be another agent, agency or runner), which means you are not speaking directly to the decision makers.

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Personally, my strategy overseas the past three years has been to go direct to team.

Why? A few reasons.

For starters, I have spent most of my time living out of a suitcase, boots on the ground, developing face to face relationships with teams in 30+ countries.

The second part involves trust and efficiency. If you're playing a game of telephone, would you rather speak directly to the source of the information or have that information passed along through a middleman, sometimes multiple middlemen?

The last part is pure business. If you had the ability to receive 10% commission or split that commission with a partner, which would you choose?