



THE SPORTS INTERN

INDUSTRY INSIDER

DIDIER CHALFOUN

GROUP SALES ACCOUNT EXECUTIVE
LOS ANGELES KINGS



Didier Chalfoun is a **Group Sales Account Executive for the LA Kings**. This role primarily focuses on prospecting for new business, cold calling leads that have attended Kings games in the past, and servicing any current group buyers. Didier enjoys being creative in making game nights memorable for his clients whether it's a corporate outing or a group of friends. He also enjoys the connections he makes along the way.

As part of Group Sales, Didier gets to pitch ideas for theme nights. He is proud to have helped create the LA Kings' first-ever **Anime Night in collaboration with Naruto: Shippuden**. This theme night ended up breaking the team's record for most ticket pack items sold (over 4000). While there are wins like these along the way, Didier notes that keeping a good mental state whenever it's a slow month of sales is a difficult aspect of the job, but staying focused on the bigger picture helps him to push through.

This is part of the advice that's most helped him along his career path. Coming into sports at 28 years old as a former banker at JP Morgan Chase, Didier affirms it's never too late to do what you love – as long as you keep in mind WHY you started. He has dreams of becoming a President of Business Operations or to climb even higher into the C-suite of a major sports company, venue, or team.

JOURNEY TO THE LA KINGS:

Ontario Reign

Group Sales Account Executive

LA Clippers

Inside Sales Executive

LA Clippers

Game Night Staff, Communications

LA Dodgers

Premium Service Representative

LA Clippers

Game Night Staff, Membership Services



DIDIER'S ADVICE

- **Be coachable.** You do not know everything, no one does. Take everything anyone says to heart and run with it, especially if it is from someone in a position you want to be in.
- **Be curious when you make connections.** Do not use people as step ladders – be curious about their journey and make a genuine connection with them! These connections can last a life time if treated the right way.
- **Do not get discouraged.** Sometimes it takes more than one try to get what you want. This is a marathon not a sprint. Times will get tough, but there is a BRIGHT light at the end of the tunnel and it is so worth it when you get there.