On average McShea said he receives hundreds of applications for Night Sales positions, and has often selected STHM students to fill those roles.

“For us, they’re some of the most-prepared students we’ve seen, as far as being ready for the real world,” McShea said. “We ask them to dress in business-professional attire, as they would for any job, and they do. They know how to sit through an interview, answer questions, and put their best foot forward. They’ve been great for us.”

In professionally preparing students through the Night Sales program, McShea said, his staff is readying them for full-time positions – sometimes with the Sixers.

“In the cases where we’ve hired someone from Night Sales, they’re able to take what they’ve learned and apply it from Day 1 for us,” McShea said. “They’re ahead of the game, as far as we’re concerned.”

The Night Sales program, which operates in three semester-long cycles, is the Sixers’ initial investment in the student, McShea said, allowing the ticket sales team an opportunity to identify talented salespeople at the earliest stages of their careers. That’s how McShea said he identified Snead and Balliet.

“For me, I knew I wanted this to be my career after working in the Night Sales program,” said Snead, a native of Bethlehem, Pa. “There’s nothing better than gaining the experience through the Sixers. I’d do cold-calls. I’d make 80 to 100 calls a night, actually. It was that opportunity to develop and get better that reeled me in.”

Balliet segued from Night Sales to a sales internship and, eventually, into a full-time position. Initially a nursing student who transferred to Temple and STHM, she admittedly didn’t have the sales chops at first.

“But for the Sixers, it’s about the process more than anything,” she said. “They take you from the first step and watch you grow into this position.”

Four years after first manning the phones, Balliet is now one of the Sixers’ group event specialists. She’s turned a routine game.