“Every sale is the same, whether it’s for $100 or $20,000,” said Balliet, who hails from Washington Township, N.J. “You feed off of that. Honestly, it makes me want to jump back on the phone and be the next one who people are celebrating.”

“That’s the best part of my job”

STHM students aren’t only working within the 76ers’ ticket offices. They’re also managing community relations initiatives, and even the operations of the team’s NBA Development League affiliate.

Larry Meli, MEd. ’94, epitomizes the Sixers’ method of promoting from within. Hired in 1998 from the Philadelphia Eagles, for whom he had served in a customer-service capacity, Meli joined the Sixers as the Director of Ticket Operations. Then he became the team’s Vice President of Customer Service, responsible for season ticket-sale retention.

“Experience into something unique, booking youth programs for the team’s high-five tunnel before tip-off, working a table on the concourse at Wells Fargo Center during every home game, and organizing awareness nights for participating charities and foundations.

“We’re trying to take the fan experience to the next level,” Balliet said.

As for the experience in the Sixers’ sales office, that’s reached another level, too.

They call it Hoopla. That’s the name of a digital leaderboard that plays the personal music selection of a salesperson after they’ve closed a sale. Snead compared Hoopla to the walk-up music that’s cued as a baseball player steps into the batter’s box. Snead said he changes his music picks regularly if he’s in a slump. And when he’s having an above-average month?

“If that song’s working, I don’t touch it,” Snead said.

The songs may change, but the celebrations remain, said Justine Heidengren (nee Doherty), BS ’11.

“I don’t think you’ll ever find a sales culture that is more supportive than the one we have with the Sixers,” said Heidengren, a Sixers account executive who’s originally from Garnet Valley, Pa.

“It’s a team-first mentality.”