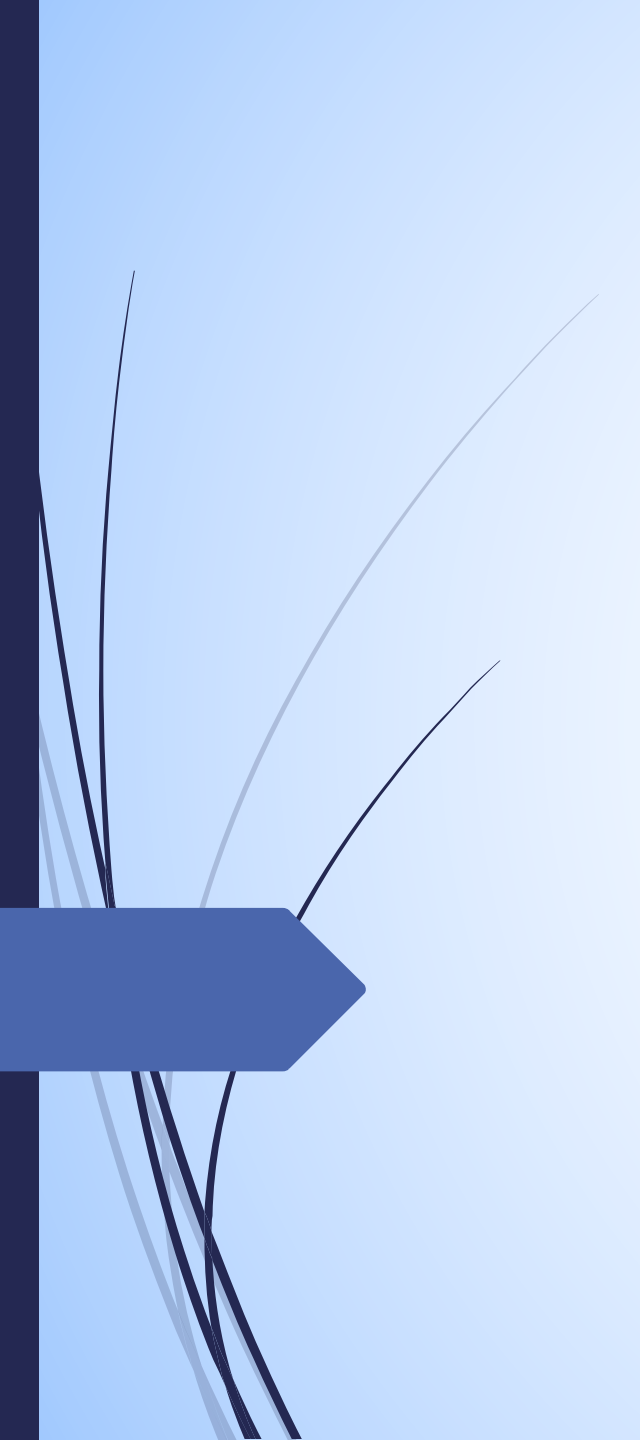




Sport Agent

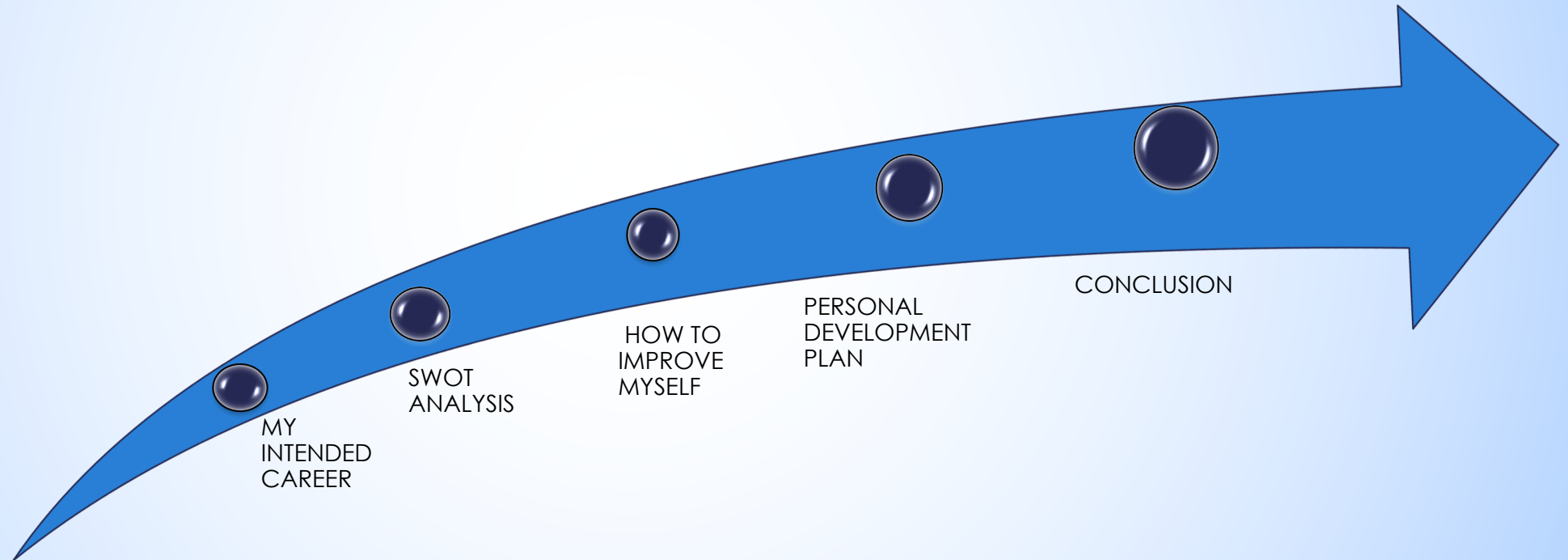
Gabriele Certini

2018242

BMSW4001

ACADEMIC AND EMPLOYABILITY SKILLS

OVERVIEW



Required Skills and Responsibility

- Representing a footballer and being his assistant in the financial and transfer
- Manage your marketing network and attract new clients
- Skills for be a football agent are communication skills, football market and sports law
- Skills in time management and self organization
- Having confidence in your skills and in what you do shows customers professionalism of the trade and trust



SWOT Analysis

Strength

- Understanding of football rules and skills
- Good communication with football players
- Appropriate knowledge of procedures

Weaknesses

- Understanding new laws of football contracts
- Confidence about my knowledge and skills
- Business management ability and skills
- Gathering knowledge about daily football news

Opportunities

- Work in different places to gather knowledge
- Communication with players of different languages
- Understanding players

Threats

- Increased competition in the market
- Lack of commitment from managers and players



COMMUNICATION SKILLS



Excellent writing skills
when need to
communicate by
devices and paper,
using understandable
and clear sentences
and paragraphs

Be able to talk
and convince
when negotiating
contracts. talk
with a client
motivate them so
that each works
to their potential.

Drive and
motivate
your clients
to works to
their
potential.

TIME MANAGING

Being multitasking helps work during the many requests for help from customers avoiding burnout.

The ability to manage your own time and of others is the key to excellent multitasking.

Being an independent business, you are on your own and you must manage the important things from the unimportant ones, knowing how to prioritize and dedicate to clients that others



FOOTBALL MARKET AND LAW

- ▶ A football background or an in-depth knowledge of sport helps you relate more to your customers and feel comfortable.
- ▶ Having an education in business administration and / or sports management, contract law, negotiation helps with the commercial administrative aspects



Skills needed to be improved to become a good football agent

- I need to improve my time management skill and knowledge about human resources, along with sports commercial laws
- Increase my ability to interact with others and identify their skills
- Focus on daily sports managerial and football news, along with becoming more productive by learning new skills
- I need to spend time with books and digital media to improve my skills and knowledge about the football market



Personal Development Plan

SHORT-TERM GOALS MID-TERM GOALS LONG -TERM GOALS

Weakness I
need to
improve

- Increasing business knowledge
- Self management
- Developing communication skills

- Contacting with agencies for internship
- Increasing contacts by watching matches
- Communicating with football agents to learn from them

- Increasing network through social and digital platforms
- Supporting the clients with management skills
- Reducing pressure of clients with communication and management skills

Ways I will
improve
my
weakness

- Spending time with books with football knowledge
- Gathering information about football laws
- Developing future plan

- Watch matches in different locations of the world after getting the football agent certificate from FIFA
- Gathering market news by watching football matches in different stadiums

- Developing trust by increasing customer network
- Handling a team of my employees

CONCLUSION

- My desire is to be able to make my passion which is football a job
- Many sacrifices and a lot of time dedicated to studying
- Without a diploma or study experience, it is difficult to find work in the future





Reference



- ▶ Work - Chron.com. (2021). *Skills Required for Sports Agents*. [Online] Available at: <https://work.chron.com/skills-required-sports-agents-5108.html>. (Accessed 22 April 2022)
- ▶ Bull, W. and Faure, M. (2021). Agents in the sporting field: a law and economics perspective. *The International Sports Law Journal*. Available at: <https://link.springer.com/article/10.1007/s40318-021-00195-x> (Accessed 25 April 2022)
- ▶ Sportsmanagementworldwide.com. (2000). *Athlete Management - Become A Sports Agent | Sports Management Worldwide*. [Online] Available at [:https://www.sportsmanagementworldwide.com/courses/athlete-management-sports-agent](https://www.sportsmanagementworldwide.com/courses/athlete-management-sports-agent). (Accessed 25 April 2022)