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# Soccer agents' personal performance marketing model

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**Abstract**---This study objective was to study the work process and performance of Thai soccer player agents and develop an instrument to measure the characteristics of soccer players agents and develop a guideline to prepare soccer players into soccer agents in Thailand. Data for the work process of football agents were collected from soccer player agents and stakeholders through in-depth interviews and group discussions. Data on the performance of Thai soccer player agents were collected with the Delphi technique and qualitative method from experienced people or experts in the characteristics and marketing services of agents. The study found that regarding soccer player selection of a soccer player agent work process. The selection of soccer players differs according to each organization or company policies. In marketing a soccer player, agents consider the needs of a team or the buyer so that they can present a suitable soccer player. There are 4 capabilities for an agent. They are knowledge, skills, desired capability or behavior, and other characteristics. All these capabilities are required in a soccer player agent for them to be able to support the income and living standard of the soccer player. This study revealed that capability, income, and standard of living are required for a soccer player agent. Preparation for a soccer player agent includes training and capability training. They are important in driving the soccer industry and lead to the continuous development of soccer player agents.

**Keywords**---Soccer Agent, Personal Performance, Marketing Model, Football Players.

## Introduction

Sport has long been a part of the lifestyle of people around the world. There are various dimensions of development and continuous growth. The trends in sports development in specific groups in the overall world and region can be distinguished, namely professional sports, football, divided into 3 dimensions as follows: (1) Sports viewers around the world are popular to watch. Football is the number one sport that generated revenues of more than \$39 billion in 2015 and when considered by region, Asia has a peak sports audience of 2.7 billion but can only generate \$11 billion in revenue. Compared to the North American sports audience, which is only 0.2 billion people but can generate over \$31 billion. Therefore, the audience of sports in Asia can grow both in numbers and in revenue. (2) Sports products. The professional sports industry's value chain spans a wide range of government and private sectors, with the government as the host of sporting events, sports clubs, organization of sporting events Infrastructure Service Agency until the media Sports broadcaster. In addition, various sports equipment manufacturers and is also related to other industries This can generate income for the country and promote the development of athletes. (3) Sports Revenue In 2015, professional sport worldwide generated revenues of more than \$145 billion. During the years 2010-2015, there is a growth rate of more than 2%. 6 per year, while in some regions the growth rate of the sports industry is higher than the rate of GDP growth as well. This is reflected in the number of spectators on the field. Ratings during the live football matches of both the national team and Thai League level have increased. Creating added value in the economy by passing on to related businesses and the emergence of new careers both directly and indirectly The growth of Thai football will generate approximately 12 billion baht in cash flow in the economy (Kasikorn Research Center, 2019).

The overall trend of football in the world and Southeast Asia has changed positively. It was born from the combination of new values in the attitudes and awareness of good health from exercise and sports of the people. Along with seeing the business opportunities of sports representatives in many regions, this is like a factor that drives the development of football to tend to grow in the future. That's why it's clear that the sport of football in Thailand will continue to develop both directly and indirectly, especially professional sports and the promotion of football to generate income and increase the country's competitiveness.

In addition, football agents in Thailand are one of the key factors affecting the success of football agent service users in Thailand. Wanchalee Noriya (2011) said that professional football agents mean A person acting for or on behalf of a professional footballer and is a person with a license issued by a member football association of FIFA who can act to a club or professional footballer in negotiating or reviewing employment contracts, agreements, and registration or transactions to maintain the interests of the athletes and/or clubs involved. To comply with the regulations outlined in the regulations as for the characteristics of football agents in Thailand, it is not as desired by football players. As football players have realized the importance of having an agent, athlete agents in Thailand have clear characteristics, roles, and duties as in a developed professional sporting country.

Therefore, the researcher was interested in studying the relationship between the personal factors of football players and the perceptions of the characteristics and marketing services of the agents.

### **Research Objective**

1. To study the working process of football agents in Thailand
2. To study the performance of football agents in Thailand

### **Literature Reviews**

#### **Football Agents' working processes in Thailand**

The characteristics and functionality of the Sports Agent in the Service will depend on the persons' knowledge, skills, and abilities. In foreign countries, most of them have graduated with a degree or in a related professional field. And in the increasingly competitive market environment of the sports industry, athlete agents need to continually improve their potential to be able to enhance the quality of services and meet the needs of athletes to get the most benefits. In addition, negotiation skills are required to contact or coordinating on behalf of athletes sensitive. Be able to persuade or persuade those involved to support them to maximize the benefits of professional athletes. And another important thing is service mind (Service Mind) will give athletes the highest satisfaction. Finding an athlete agent is not a problem but finding the right person at the right time is the "problem."

#### **Performance of football agents in Thailand**

Competency is a factor in the work that increases the competitiveness of the organization, especially to increase the capacity of human resource management. The concept of competence began with the presentation of a 1960 paper by psychologist David C. McClelland of Harvard University, which discussed the relationship between good traits of a Person (excellent performer) in the organization with the level of skills, knowledge, and abilities for the definition of competence has been defining in many ways, namely the knowledge, skills and attributes that are necessary for individuals to work successfully have a performance that meets the specified criteria or standards or higher

#### **Concepts and theories of the marketing mixes**

Marketing mix refers to marketing variables that can be controlled, which companies use together to meet the satisfaction of target customers (Kotler, 1997). Marketing Mix (The Marketing Mix) is a concept that plays an important role in marketing. Because it combines all marketing decisions to be used to operate the business following the needs of the target market, we called the marketing mix 7Ps. These elements work together to effectively communicate the marketing message to the audience. The process of making a purchase decision for consumers will go through a 7-step process, namely, businesses that provide services will use a marketing mix (Marketing Mix) or 7Ps.

## **Methodology**

A study of the working process of a soccer player's agent. Data were obtained from in-depth interviews with 8 stakeholders, focus group discussions, 15 participants, and a performance study of soccer athletes' agents. which was obtained from the Delphi survey and used qualitative research methods in conjunction with Collect data among experts who have knowledge or experience with the perception of agency marketing features and services group one 3 experts in academic fields, the second group, 40 peoples

## **Results**

### **Section 1: Study of Football Agents' working processes in Thailand Football player selection process**

Football agents will first select footballers from talent. Then consider the personality, temperament future expectations are the main component that may have gained a lot from being seniors and juniors before having a network of connections or the use of scouts. Sometimes agents may choose to talk to the parents of soccer players first to see the basics of the child's temperament.

In addition, the credibility and reputation of the agent itself is another important factor that attracts and drives football players to choose. Including the honesty of the agents which reflect the quality concretely. However, the process for selecting football players will differ according to the policies of each organization/company. Including the transfer of athletes is another role that agents must consider.

### **Marketing of football players**

A soccer player's agent is primarily based on the needs of the team or the needs of the buyer to present the identity of the football player, however, the performance of football players is one thing that helps drive marketing smoothly. In addition, the agent also plays a role in enhancing the football players' income, image, as well as finding channels for their football players to have personal sponsorships or become a brand ambassador of their products. Therefore, there is another duty to find the strengths of each athlete to suit the product.

### **Building potential and performance for football players**

Building potential and performance for football players It is almost entirely dependent on the athletes to create value for themselves first and foremost. A soccer agent will assist in providing advice, counselling, and adjusting the athlete's mindset.

### **Football players pricing**

Agents determine the actual income or salary of soccer players in their organization. According to the performance and reputation of the athletes mainly. and if the athlete is sold to a larger team or club will consider increasing the value from the current salary received and adjust according to the size of the team. In

determining the price and choosing the athlete for any product or product agents consider the collaboration of 3 parties: the customer, the footballer, and the agent that will be able to use the work to continue in the future

### **Creating and presenting the physical characteristics of soccer players**

Creating an image of a football player depends mainly on the footballer's character. Agents will provide advice and presentations, using channels to sell football players through various social media contacts to meet and negotiate

### **Agent roles**

Agents can be of two types: the footballer's agent and the club's agent. But the key is to maintain the interests of the athletes or the clubs they manage. And the most important thing an agent needs to have been a good and wide network of connections. This will facilitate marketing and communication between the clubs.

### **Good characteristics of an agent**

A good agent should have good communication and negotiation skills. Able to find talented people Have a good and real knowledge of football image creation Trustworthy personality and most importantly, understand and keep up with the demands of the market. and the strengths of their football players Keep up with digital trends Writing content for news, advertising, and marketing knowledge in terms of products and services negotiation including knowledge of the football industry in Thailand and abroad in the matter of the cost of athletes, the important investment is morality and ethics, which is in addition to knowledge, and skills that agents must have

The data obtained from all interviews, the researcher was compiled and synthesized into data to accompany the literature review and related research. Leading to the development of questions in the Delphi survey (Delphi survey) collect data among experts with knowledge or experience related to the perception of the characteristics and services of marketing agents.

## **Section 2: Study of the performance of football agents in Thailand**

### **1. Knowledge**

From the information obtained from the product, the agent should have the ability to build a football player to be accepted on the football field. Have expertise and can advise football players. They should also understand the qualifications and weaknesses, and strengths of football players in their affiliation. The price point is that the agent should have the ability to price the soccer players that is appropriate for the player's potential and the club and area, able to negotiate compensation for football players and can create value for football players in various events and understanding issues in marketing, management, negotiations, contracts, consulting, and consulting on legal issues for football players. Experts have a high consensus opinion on all 3 issues (IQR = 1), namely, that these 3 issues it is necessary at the greatest level both as a performance that is essential to being an agent of football players

## 2. Skill

From the analysis of the data, it was found that the experts had highly consistent opinions (IQR = 1) on all issues, including the necessity of being a soccer sports agent. and the high need to support footballers to earn income and well-being, except where the opinions of experts were highly coherent (IQR = 0.9) were interpersonal issues, which were essential competencies. It is very high for an agent to maintain a relationship with its stakeholders. And agents must support soccer players to earn income and well-being, provided they can design public relations materials. In all issues, there is a very high level of need to support footballers for income and well-being.

## 3. Attributes

From personality data, the interpersonal and interpersonal relationship was found to be highly consensus among all experts (IQR = 1). Experts were highly consensus on the competence needed to be a football agent (IQR = 0.9). In all issues, there is a very high level of need to support footballers for income and well-being.

## 4. Other characteristics

From location information, it was found that the experts had a high consensus on all 3 issues (IQR = 1) that the agents should have the services to facilitate the coordination on their own. Able to travel to negotiate anywhere and able to deal with contracts at any time, if agents should provide self-facilitation services as a competence necessary for being a football sports agent at a high level (Mean = 4) but is necessary for the highest level to support football players to have income and well-being (Mean = 5). The other two issues are the ability to travel to negotiate anywhere and can deal with contracts at any time experts consider it necessary to the greatest extent both as a performance that is essential to being an agent of football players and to support football players to have income and well-being agents (Mean = 5)

## Conclusion and Discussion

From the results of this study, it was found that “athletes of football players must know the sports industry. There is a network both inside and outside the country. Must have comprehensive skills in consulting, analyzing, problem-solving, and negotiating skills. Marketing knowledge, in addition, there must be honesty and credibility. There must be a step-by-step work process. Starting from the selection process of football players that must look at both skills, abilities, and basic temperaments. and looking at the future as the main by looking at the long-term vision for further development”, according to Master Alexis, Barr and Hums (2008) state that a good agent must possess the necessary skills of listening and good mentoring that will help build trust and a stronger relationship between the parties. He discussed the role of sports agents with eight main responsibilities: negotiating and managing the contracts of athletes. Marketing Athletes Negotiating marketing contracts and being an athlete's presenter financial planning later career planning Legal Consulting Taking care of personal matters, resolving conflicts and that's in line with Epstein (2003), who said that the job of

an athlete's agent includes dealing with the media. Negotiation and marketing create an image for athletes. Aside from that, the agents have general management duties in selecting the items to be contested. Policy and sponsor the best team for athletes. Taking care of personal matters, resolving conflicts and that's in line with Epstein (2003), who said that the job of an athlete's agent includes dealing with the media. Negotiation and marketing create an image for athletes. Aside from that, the agents have general management duties in selecting the items to be contested. Policy and sponsor the best team for athletes. Taking care of personal matters, resolving conflicts and that's in line with Epstein (2003), who said that the job of an athlete's agent includes dealing with the media. Negotiation and marketing create an image for athletes. Aside from that, the agents have general management duties in selecting the items to be contested. Policy and sponsor the best team for athletes.

From the results of this study, it was found that 4 factors are knowledge, skills, abilities/desirable behaviors and other features All of them are essential to becoming a football agent and to support football players to have income and well-being "The seven attributes are agility. adaptation and problem-solving proper expression, decision-making, analytical thinking Emotional stability, personality and interpersonal relationships Including and knowledge and skills in using the marketing mix in 7 areas: product, price, location, marketing promotion, persona, building and presenting physical characteristics and the agent's marketing workflow All of these are performances that are essential to being a football agent and to support soccer athletes for income and well-being" in line with Stogdill (1948). They surveyed 287 leadership characteristics research conducted between 1904 and 1970 to compile the leadership characteristics discovered in that research. The results of this survey revealed that leaders tend to have better or higher attributes than their followers in the following areas: 1. Intellectual ability, language, decision-making 2. Effective at school, work, and social life 3. Responsibility, trust can Self-confidence 4. Cooperate with the group. Has the ability to adapt well to society. 5. Characteristics of showing a lot of acquaintances. 6. Stable mood, humor. 7. Economic and social status, responsibility, reliability self-confidence 4. Cooperate with the group. Has the ability to adapt well to society. 5. Characteristics of showing a lot of acquaintances. 6. Stable mood, humor. 7. Economic and social status. Responsibility, Reliability Self-confidence 4. Cooperate with the group. Has the ability to adapt well to society. 5. Characteristics of showing a lot of acquaintances. 6. Stable mood, humor. 7. Economic and social status.

### **Working process of Thai football agent**

Football player selection process according to the research, soccer agent recruit's footballers from talent first. Then consider the personality basic characteristics of temperament future expectations an agent's credibility and reputation are also key factors that attract and drives football players to choose an agent. In particular, the connection and honesty of the agents. The process for selecting football players will differ according to the policies of each organization/company.

Marketing to soccer players from the research results, it was found that A soccer player's agent is primarily based on the needs of the team or the needs of the

buyer to present the identity of the football player It depends on the performance of the football players themselves. It also plays a role in enhancing the football athletes' income, image, including finding channels for their football players to have personal sponsorships or become the brand ambassador of the product find ways to add value to athletes. By searching for the strengths and giving advice on the points that should be developed for each athlete to suit the product

Building potential and performance for football players from the research results, it was found that the soccer agent will assist in providing advice, counselling, and adjusting the athlete's mindset. It is almost entirely dependent on the athlete to create value for themselves first and foremost.

Football player pricing from the research results, it was found that Agents determine the income or salary of football players based on reality, that is, the performance and reputation of the athlete. By considering the collaboration of all 3 parties, namely customers, football players and agents they will be able to use the work to continue in the future. Creating and presenting the physical characteristics of soccer players from the research results, it was found that agents provide advice and presentations, using a channel to sell football players through social media interactions.

Agent role from the main research results of the agents is to maintain the interests of the athletes or the clubs they manage and the most important thing an agent needs to have been a good and wide network of connections. This will facilitate marketing and communication between the clubs.

Good features of an agent According to the research, a good agent should have good communication and negotiation skills. able to find talented people Have a good and real knowledge of football image creation Trustworthy personality And most importantly, understand and keep up with the demands of the market and the strengths of their football players Keep up with digital trends Writing content for news Advertising and marketing knowledge in terms of products and services negotiation Including knowledge of the football industry in Thailand and abroad in matters of the cost of athletes, investments, which are important to have a network of connections (connection), morality and ethics.

### **Soccer agent performance and support for soccer players to earn income and well-being**

Data from the Delphi survey and qualitative research methods were used concurrently in the Delphi survey development process among experts with knowledge or experience related to character recognition and service provision. Agent Marketing From the research results, it was found that four competencies were knowledge, skills, abilities/desirable behaviors, and other features. All of them are essential to becoming a football agent. and to support football players to have income and well-being, including agility adaptation and problem-solving proper expression, decision-making, analytical thinking emotional stability, personality and interpersonal relationships including knowledge and skills in using the marketing mix



From the results of the study, it was found that experts have high consensus opinions on all aspects of the necessity of being a football agent. and the high need to support footballers to earn income and well-being, except where the opinion of experts is highly coherent: interpersonal issues, which is a competence that is highly imperative for agents to Must maintain relationships with stakeholders as it is an imperative that agents support soccer players to earn income and well-being, provided they can design public relations materials and saw that all factors were necessary at the very highest level for being a football agent

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