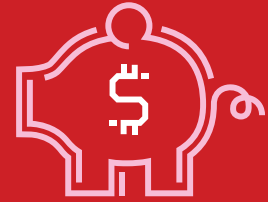


Case Study: Coach Retention and Contract Negotiations (Boston University)



Boston University recognized an opportunity to improve the information it uses for critical decision making. For market analysis, benchmarking coaches' compensation and negotiating guarantee basketball games, the status quo meant anecdotal information and laborious processes to collect and collate useable analysis. To solve this problem and save money, the department implemented *Win AD*.

Winthrop Intelligence would like to thank Drew Marrochello at Boston University



Drew Marrochello

Director of Athletics
617-353-7327
marroand@bu.edu

"Anyone who's in athletics needs to know the market and be ahead of it. We need detailed information, not anecdotal data. Win AD is one-stop shopping."

Coach Retention and Contract Negotiations: WITHOUT and WITH *Win AD*

Current Coach Is Being Pursued by Another Program > Athletic Leader Must Respond > Resolution to Negotiation

WITHOUT *WIN AD*

Staff conducts labor-intensive study as fast as possible to assess the market.

WITH *WIN AD*

Win AD provides accurate, reliable compensation data with PDF contracts in seconds. Uncertainty is replaced with assurance.

"If you are in a fast-moving, reactionary situation, *Win AD* helps you determine your bargaining position immediately."

WITHOUT *WIN AD*

Because reliable data are scarce and time-consuming to gather, ADs sometimes take action based on very little concrete information. Often these situations result in a knee-jerk reaction: e.g., a coach is paid a percentage increase not to get on the plane for the interview.

WITH *WIN AD*

Senior staff can make informed decisions and take measured action.

"Based on hard data from *Win AD*, we knew we were already competitive. We encouraged the coach to explore available opportunities and showed them our numbers to help them recalibrate their expectations."

WITHOUT *WIN AD*

An arbitrary pay increase is often approved to keep a coach who has received even nominal interest from another program. Misconceptions of the market can cause premature, imprudent reactions, which can cost the department year over year.

WITH *WIN AD*

The coach was retained, extended and all parties felt good about the outcome. When contracts are negotiated based on facts and mutually validated information, everyone wins.

"We saved between \$10,000 and \$15,000. *Win AD* paid for itself in one negotiation. We felt like the service was free from that point forward."

Operational Benefits of *Win AD*

Facilitate Coach Retention

- › Accurate market data mean ability to effectively manage coaches' expectations
- › Constant knowledge of market rates means staying ahead of compensation trends and moving to retain key coaches
- › Access to thousands of contracts means utilizing best practices for contract structure

"We were very creative with our bonus structure by reviewing what works for other programs. With *Win AD*, we can see the details of contracts in seconds."

Improve Quality of Data for Decision Making

- › Access PDF contracts for head and assistant coaches in every Men's and Women's sport
- › Eliminate wasted time calling peers for hearsay data
- › Get reliable analysis 24/7 through secure, Web-based access

"Public sources of information simply aren't reliable. We can't wait 45 days when a decision is required this week. We need to get detailed information quickly and *Win AD* delivers."

Save Money on Contract Negotiations

- › Reduce need for arbitrary pay hikes based on coaches' own market assessments
- › Stay abreast of market rates, trends and averages for every sport
- › Take back the negotiating leverage from agents
- › Reduce resource drain when conducting market studies and improve quality of data

Improve Outcome of Guarantee Game Negotiations

- › Access over 24,000 Division-I game contracts for complete picture of market
- › Eliminate reliance on unreliable sources of market rates
 - Identify optimal opponents for max payouts
- › Remove guesswork from negotiations and ensure fair market compensation

"Not only do we know the market inside out, we have peace of mind before, during and after scheduling negotiations."

Winthrop Intelligence Is a Long-Term Partner

- › Winthrop Intelligence only works with NCAA ADs –no coaches, no agents and no search firms

"I continue to be impressed with the level of personal attention we're given by Winthrop."

"Since our partnership has begun, I have been pleasantly surprised to see Winthrop working harder and harder to add value to the product and our relationship."

"I can get Winthrop on the phone in five minutes. The level of communication and attention to detail has been outstanding."

Winthrop is grateful to Boston University who participated in this case study. Contact our sales team to learn more best practices with *Win AD*.



TO LEARN MORE ABOUT *WIN AD*

Contact Kevin Cohen at 720-320-9054 or Kevin.Cohen@WinthropIntelligence.com

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