

## Jerry Maguire (Key)

### The job

1. Match Jerry's clients with their sport and additional information:

Dallas Malloy	Boxing	Seattle	Lawsuit
Frank Cushman	American football	Odessa, Texas	Best/Top client
Clark Hodd	Basketball	Indiana	100 points
Erica Sorgi	Diving	-----	Olympics
Art Stallings	Baseball	Indio, California	Pure joy

2. Jerry works for SMI. What does this stand for? **Sports Management International**

3. Match the following figures with the descriptions below:      **264    33    72    1685**

SMI agents: **33** | SMI clients: **1685** | Jerry's clients: **72** | Jerry's phone calls/day: **264**

### The problem

4. Why isn't Jerry happy in his job anymore?      **Not about sport just money. Corrupt. Criminal behaviour. Corporate greed.**
5. The injured Steve Remo has to play. Why?      **He must play 65% of games to get bonus.**
6. Why was Remo's son angry with Jerry?      **Jerry doesn't stop his father playing.**
7. What had Jerry become?      *Just another **shark** in a suit.*

### The solution

8. What happened at the conference in Miami?      *Breakdown = **Breakthrough***
9. Which business practice changes did Jerry put in his mission statement?

*Let us be **honest**                      Fewer **clients**                      Less **money***

10. What is the key to Jerry's business?      **Personal relationships**
11. What did Jerry call his mission statement?

*"The **things** we **think** and do not say. The **future** of our **business**."*

12. How long do Jerry's colleagues give him?      **About a week**