

SELL YOUR CALL

Why do I have to sell my calls?

- **What is your reputation as a referee?**
 - Most likely it is based on your ability to sell calls and your ability.
 - But ability is subjective, good to some, bad to others.
 - Selling can lead others to see what you want them to see
- **“Better” referees tend to sell themselves and calls better and do it more often.**
- **Selling calls gives coaches, players, fans, and your partners more confidence in your abilities**
 - In other words, coaches will give you the benefit of doubt if they have confidence in you.
- **As you effectively sell your calls it helps with game control because you are in control.**
 - In other words, you are even selling them to yourself.

Salesmanship

Kash formula for successful salesman:

- Knowledge of product
- Attitude
- Skills (presentation)
- Habits

Related to officiating soccer:

- Know the Rules
- Adjust your Attitude
- Mechanics
- Mannerisms

Each game you are making a presentation like a salesman. Are they buying?

Know the Rules

- Know the rule, not just memorize it
- Discuss the rule with others
- Know the finer points
- Know the spirit of the rule

- NEVER stop learning the rules.

Attitude

- Is this game beneath you?
- Or is this the most important game?
- Are you bored?

- Are you excited about getting to work this game?
 - Do you want to do a good job or just get a check?
 - Are you friendly or not?
 - Are you working hard and doing your best or just going through the motions?
 - Are you a good referee or just a body in a uniform?
 - Are you trying to be the game or a part of it?
 - Are you a team member or out there alone?
- What do you convey to the players and coaches?

Mechanics

- Are you giving clear correct signals?
- Are you conveying a “No-doubt” signal or “I’m not sure”?
- Are you decisive or do you have to wait for someone to help?
- Do you look confused or in control?
- Do you show confidence?
- Do you do the minimum or maximum?
- Are you part of the show or hiding?
- Are you hustling and in position to make the call?
- Do your signals convey the severity of the foul?
- Can you blow the whistle effectively?
- Are you a helping your partner(s) or creating problems?

Mannerisms

- Is your voice shaky?
- Do you stand up straight or bend over?
- Do you look at the ground or head up?
- Do you look at the coach when talking or look away?
- Is your directional signal slow or bent elbow?
- Do you show firmness or anger?
- Do you appear friendly or aloof?
- Do you get defensive when challenged?
- Do you appear nervous or relaxed?

How do I sell myself?

- Professionalism
- Confidence
- Demonstrative
- Approachable

Professionalism

- Be on TIME
- Dress for success
- Don’t ignore responsibilities before the game
- Look like you know what you are doing
- Get serious

- Have a good pre-game meeting with coaches.

Confidence

- Yours
 - Know the rules
 - Be in shape
 - Be focused
 - Don't be afraid of your calls/ no calls.
- Coaches
 - Earn it from them over time
 - Professionalism and mannerism
 - Your Attitude
 - Your knowledge
- Players
 - rapport
 - Be close, talk to them, firm but fair, be approachable, don't get angry
 - Call your game; don't let it seem they call it for you.

Demonstrate

- Don't give weak signals
 - Whistle
 - Arm or flag
 - Practice these in front of a mirror.
- Be more demonstrative in key signals
 - PK
 - Yellow cards for more severe reasons
 - Arm gestures
 - Be decisive on calls
- Take care of business
 - Attend to little things

Be approachable

- Allow coaches to talk to you at half time. Invite them to when you see them coming.
 - Be cool.
 - Time for discussion, not berating
- During game you do the talking, not a time for discussion.
 - Be firm on this, not angry or dictatorial.
- During delays
 - Injuries, rain, other.
 - Let coaches be part of discussion on restarting
 - Try to show that you are not afraid to discuss your calls.

Key Points

- De decisive
- Demonstrate that
- Look at your Mannerisms
- Adjust your Attitude
- Make the calls and don't be afraid.
- Learn to be firm and how to make the coaches and players like it.
- Learn to demonstrate fairness
- Learn the rules