

On-Site Sales: Five Strategies for Success

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High Museum of Art

AMMC: New Orleans

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Five Strategies

1. Goal Setting
2. Staffing Structure
3. Training
4. Communication/Sharing Information
5. Incentives

High Museum of Art

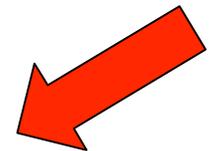
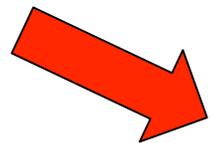
Prior to FY09:

Membership

Member Tickets
Customer Service
Acquisitions

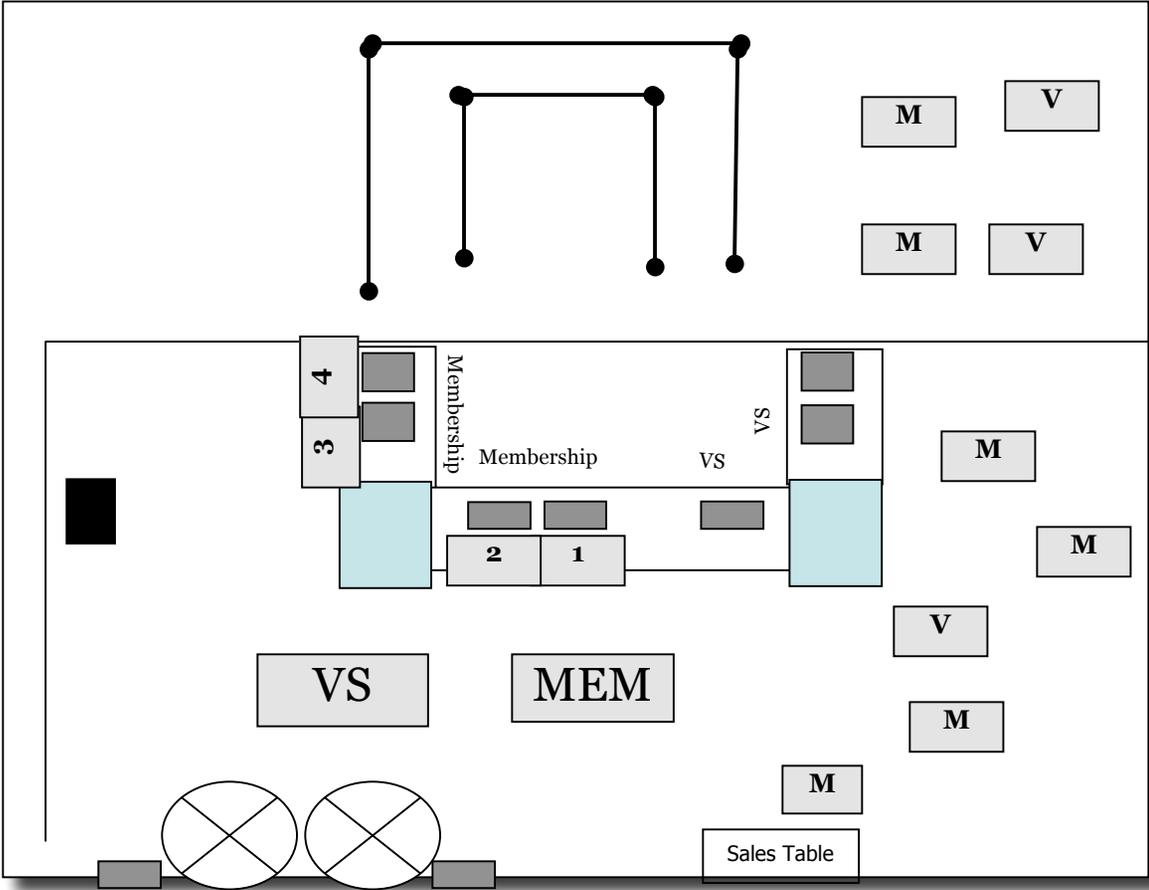
Visitor Services

Museum Tickets
Customer Service
Crowd Control



Admission Desk
Museum Lobby

Prior to FY09



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Separate

Communication

Goals

Training

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High Museum of Art

FY09

Merge Visitor Services and Membership Departments

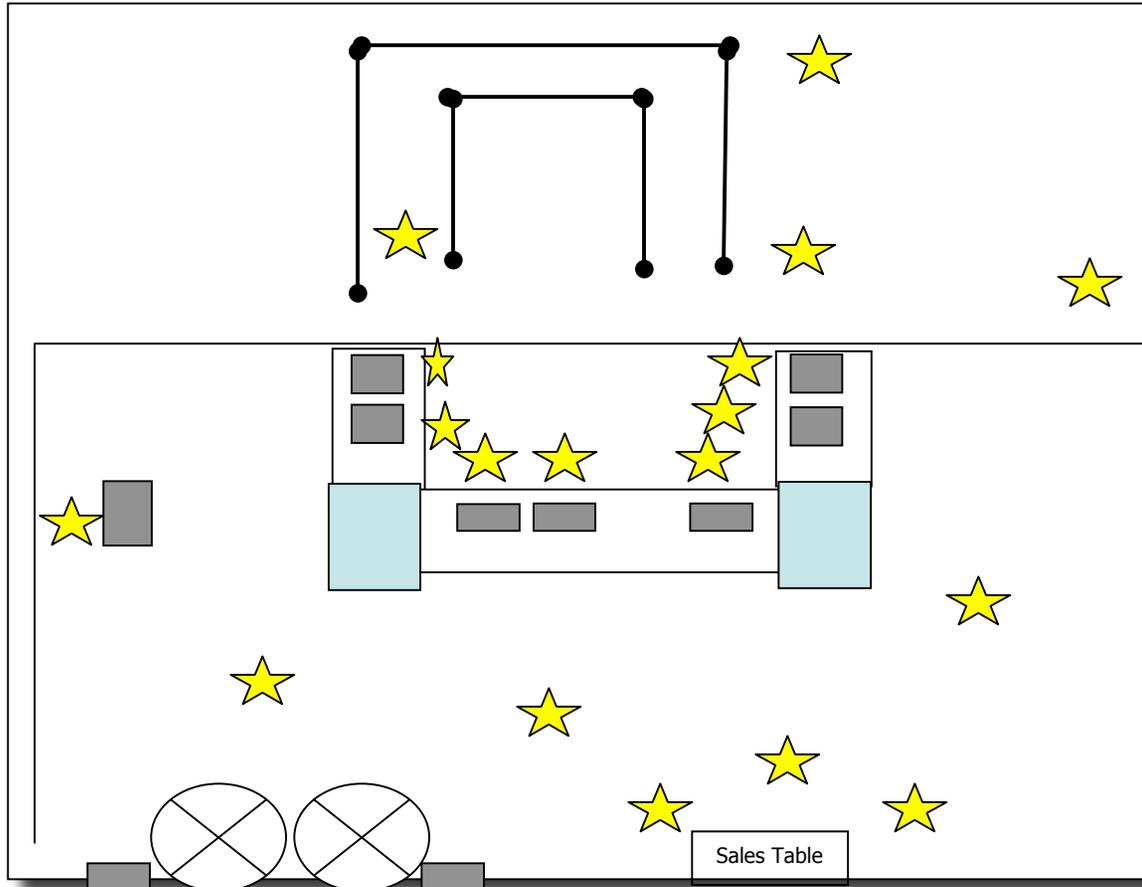
Created Member and Guest Relations

- One message
- Cross training
- Same goals/responsibilities
- Accountability/ownership



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FY 10



- Signage directs members and guest to specific lines
- Staff rotate positions
- One message

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Goal Setting

1) Museum-wide Goals

Total Attendance (*FY10 – 381,083*)

Membership (*FY10 - 50,000 households*)

Museum Advancement (*FY10 - \$6,250,000*)

2) Department Goals

Household Count (*FY10 – 50,000 households*)

Renewal Rate (*FY10 - 50% renewal rate*)

Circles Revenue (*FY10 - \$1M*)

Member and Guest Relations Revenue (*FY 10 - \$1,175,000*)

3) Individual Goals

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Staffing Structure

6 regular/full time positions

- Customer Service Supervisor
- On-Site Supervisor
- Ticketing Coordinator
- 3 Senior Representatives (leads)

15 – 20 temporary/part time positions

- \$9 to \$10 per hour
- commissions (7% new and upgrade; 3.5% rejoin; 2% renew)

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Training

New Hire Training: 3 days + 2 weeks

- Day One: History, Culture, Vision/Mission, Expectations
- Day Two: Job Responsibilities (Nuts & Bolts), Customer Service, Sales
- Day Three: Tessitura (database), Ticket Sales

- 2 weeks: Shadowing existing staff, theory into practice

Training

Ongoing: at least once a month

- role playing
- customer service
- sales

*conversion opportunity is a part of every ticket transaction

**make training relevant to your museum

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Training

Customer service training search

Sales training search

Articles (www.about.com)

by Susan Ward

- *6 Sure Ways to Increase Sales: Shift Your Sales Focus for Increased Sales*
- *8 Rules for Good Customer Service: Good Customer Service Made Simple*

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Communication/Info

Monthly Media Calendar

Press Releases

Weekly Updates

Staff emails

Talking Points

Current Promotions

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Incentives

Gift cards

Lunches

Tickets

“Time Off” coupons

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“Next Steps”

Determine Direction

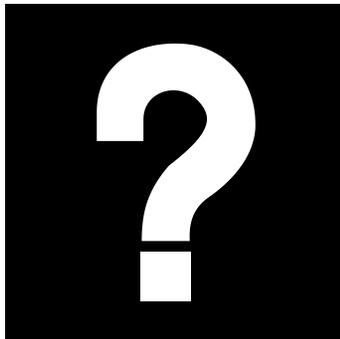
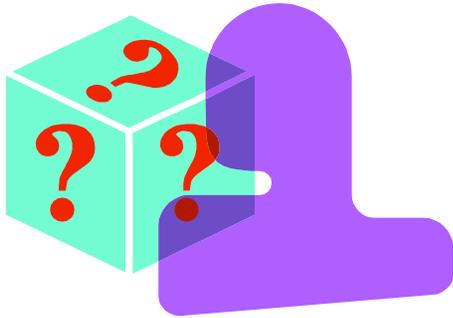
Evaluate Current Structure

Assess Resources

Create A Plan

Implement

Q & A



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