

Operators Guide: Sales Targets #5

Objective - This next in the series of guides to operators of amusement and attractions venues, in the changing landscape #AfterLockdown. Offering an overview of the best practice, and your perspective on "achieving sales," towards maximizing your offering to your customers and guests.

Everyone is in Sales

- Folk's are either selling or un-selling: There's no real middle ground
- Ascertain what you are offering and the customer's need
- Work out the best way to present what is being offered

"Great Selling is About Helping Others" Beth Standlee, 2020

- No matter what, we are selling and are in service to help our guests
- Our aim should always be to facilitate this service to meet the guest's needs
- Being interested in meeting the guest's needs 1st improves our opportunity to close the sale

Follow these Key Steps of The Sales Process - The Repeatable Process!

- **Step 1-Prospect:** Identify your ideal buyer. Understand people buy based on their need/want NOT what you sell!
- **Step 2-Connect:** Connection builds comfort and trust. People want to buy from their friends
- **Step 3-Qualify:** It's not about you - Find out what the buyer wants and sell them that!
- **Step 4-Propose:** Pitch NOW-not before you complete the 1st three steps. Propose a solution based on what you learned during connection and qualification.
- **Step 5-Close:** Ask the buyer for something, a deposit, the next meeting, book a tour, etc. Create a NEXT STEP and you'll know you've closed!

Prospect Tip - Focus on Great Target Market Segments - Which Include:

- Adult Groups
- Kid Groups
- Church Groups
- Fundraiser Groups
- Private Hire

Qualification Tip - There Are 5 Key Things to Know BEFORE You Propose a Sale:

1. Understand the logistics – the who, how many, when, what (like food & fun), etc...
2. The WHY of the buy? - what are the issues the customer needs to address before they can commit? This is usually the emotional reason of the purchase.
3. Decision maker - who are the people that "Need to be in the Room" to make the final decision to buy?
4. Who's your competitor - understand what your offering is against competitive systems/services. If they don't buy from you then who?
5. Tolerance for spend – Based on the value of what you have to offer, what is the guest willing to spend.

Understand Your Ideal Buyer

- Undertake a feasibility of the audience you are looking to sell to
- Carry-out a proper competitive analysis
- Compare your values to theirs-do they match?

Product & Price Matter - Value Matters More!

- Understand the elements of the proposition being offered (fun, food and hospitality)
- Correctly price the offering towards what guests can afford
- Ensure you have done your research on your competitor (entertainment, hospitality, etc.)
- Understand who your customers are and their disposable spend

Implement a Consistent Repeatable Process for Success

- Achieve an understanding of what is on offer and relay that clearly
- Ensure that the service / product is best packaged for the target audience
- Make sure that the service/product is updated to the customer's needs