

Group Events & Parties

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TRAIN MORE. BE MORE.





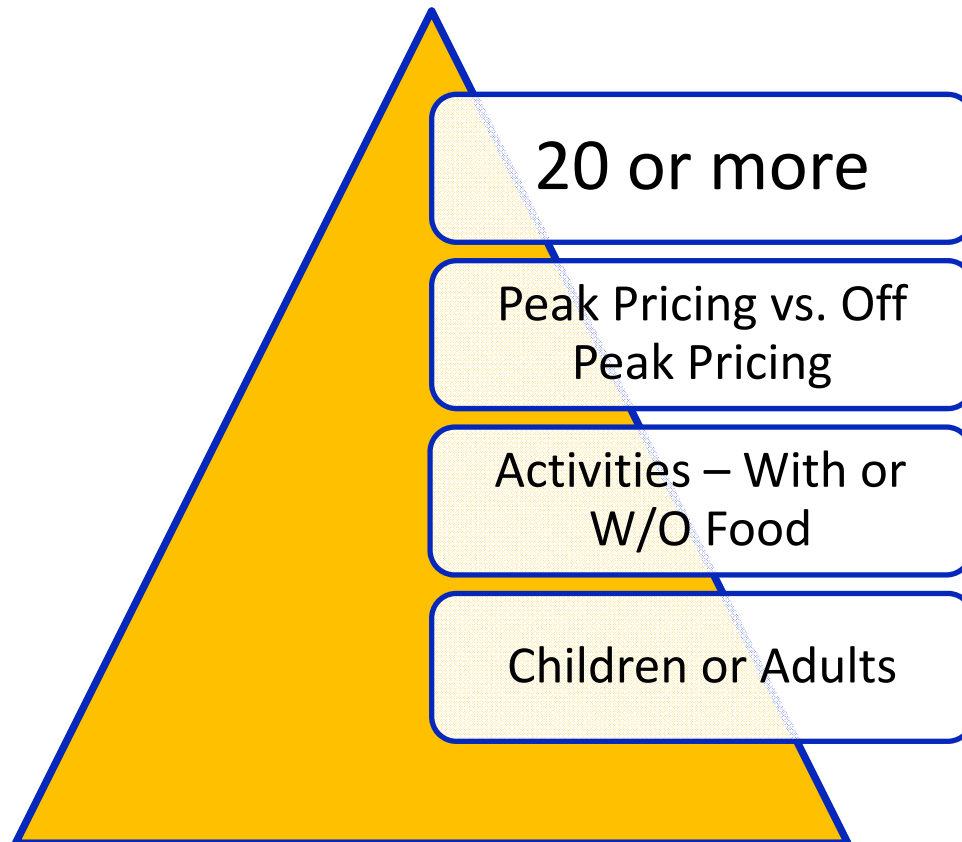
Why Bother With Groups?



Best Hint:

Many guests see your center for the first time because they attended a group event

Define a Group



Youth Groups



Field Trips

Educational Outings

Lock-Ins (2-4-6 hour)

School Parties

Sports Teams

Fundraisers



Adult Groups-Units



Company
Outing



Happy
Hour



Team
Building
"Play
Therapy"



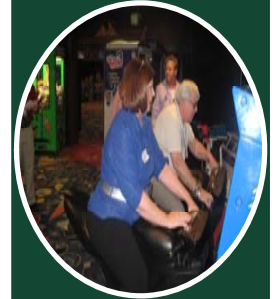
Recognition
Reward



Holiday
Parties



Off-Site
Meetings



Reunions

← Adults like to have fun too! →

Fill Your Brain

Fill Your Lanes

Hierarchy of Groups

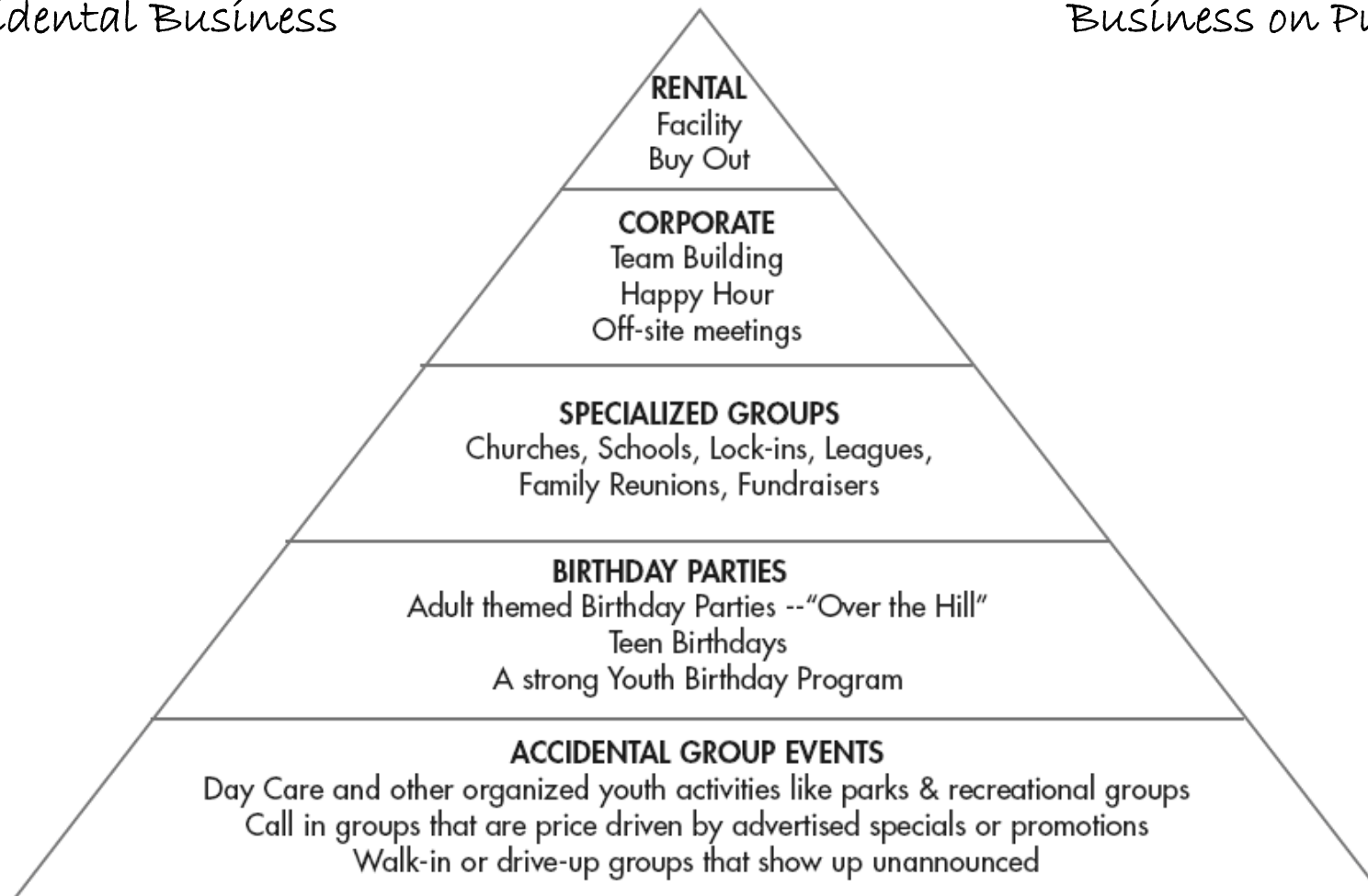


Inside Sales

Accidental Business

Outside Sales

Business on Purpose



Fill Your Brain

Fill Your Lanes

The Psychology of Every Purchase



Put the following in order

The Company – Reputation/word of mouth

Time to Buy

The Price

The Product/Experience

The Salesperson - Creating the relationship

The Psychology of Every Purchase



The Salesperson - Creating the relationship
The Company – Reputation/word of mouth
The Product/Experience
The Price
Time to Buy



Break out Session



Design a Group Package

Tips!

1. What will you call it?
2. What does it include?
3. When is it valid?
4. How much is it?

Group Events \neq cheap!
Easy to sell & buy
Value over price

Build for the right person, at the right time, for the right price

Plan For Success



How: The Formula

Dedicated Sales

Hours

X

3 calls p/hour =

XXX-Attempts per/week



Plan For Success



Who do we Call On?

8-Companies	40%
6-Youth Groups	30%
4-Church Groups	20%
2-Fundraiser Groups	10%

Time management Based on 40 hours...

Targeted focus!



What Do We Say?

Connect

- Polite-Introduce yourself

- Confident-Break the ice

Quality

- Chatty-Not over friendly

- Who plans events?

- Don't Pitch

- How often?

Present

- How many people?

- Do you know what to talk about

- Do you schedule?

- Focus on the "hot buttons" **Objectives of the change**

Close



Please tell me more about your group:

LOGISTICS

- Number of guests _____ Special event _____ Adults _____ Children _____
- Were you thinking of coming during the week or weekend? Day Evening
- Are you interested in food & fun? Have you been here before? If yes, tell me about it.

HOT BUTTONS

- What's the occasion? Are you planning a special event like team building, recognition reward, or just a fun night/day out? Other _____
- If this event is perfect how do you see it coming together? What are the most important 2 or 3 factors for this event?

COMPETITOR

- How do you normally decide where to hold an event like this?
- What else are you considering doing if you don't come here?

DECISION MAKER

- Are you having to manage all the details or is someone else helping you plan this event?

TOLERANCE FOR SPEND

- What have you done in the past with your group? (Etc. Eg Where did you go, what did it cost, etc.)
- Where'd you go & what did you like/not like about those events?
- Why are you not going back?
- How will you decide what to spend on an event like this?

ADDITIONAL BEST QUESTIONS

- Is there anything else I need to know before I put your event together?

Who to practice on...



Incoming Calls

Hot-Warm-Cold Calls

Drop-In

Community & Social Involvement

- Managers/Owners of Businesses
- Community Activity Leaders
- Unit Leaders
- LINKED-IN
- Partners In Education
- Principals
- Churches
- Families who come in for Graduation

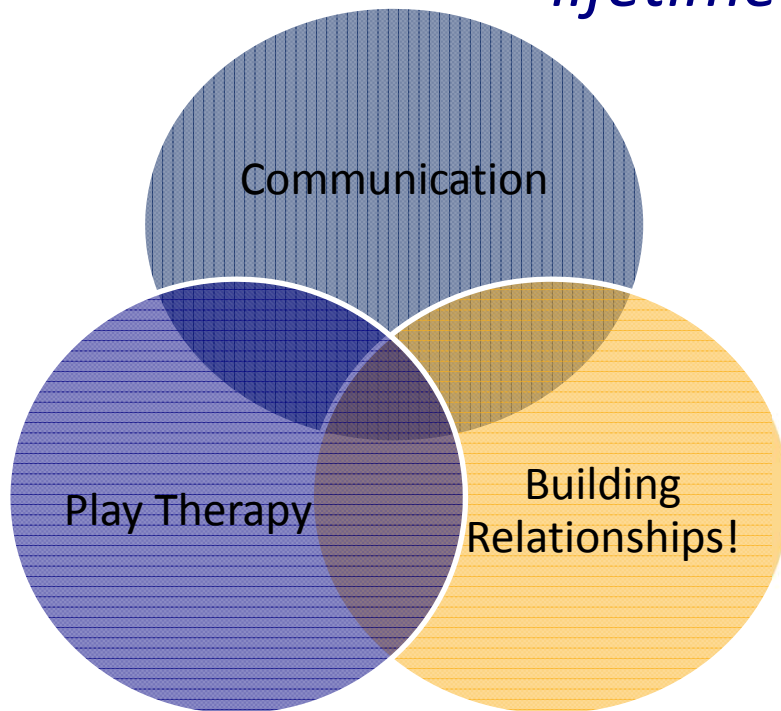


Why Team Building Works?



Plato said:

“1 hour of play can tell you more about a person than a lifetime of conversation.”



Fill Your Brain

Fill Your Lanes

Reach a New Daytime Audience-BONUS



*A focus group approach
to company party sales
& more*



Increase your daytime revenue with outside-in selling

Fill Your Brain

Fill Your Lanes

The Basics of Outside-In



(Focus Group Based Event)

Who do you sell to?

20-30 different companies,
groups, or organizations

When do you hold the event?

11:00 a.m.-1:00 p.m.

What do you do?

Meet-Eat-Play-Focus Group Wrap

The Simple Agenda



The Format

Meet/Greet (They sell to each other)

Eat

Short Presentation

Play



Customized Mini (30 minute) Team Building
“Play Therapy” Program


How to Invite (Multi-Method)



Email
(14-21 days)

** Phone Follow UP
(7-14 Days)

Email Reminder
(7 Days Prior)



Dear Traci,

I am so excited that we are planning a teambuilding program within our game room/arcade. Kimberly Branham, our new trainer, asked me to choose a group of guinea pigs for our FUN new program that we are offering to all types of companies, schools, churches, etc. for teambuilding.

We need the opportunity to practice our new program and will rely on your feedback, as we roll this new product out to the world. If you would be interested in participating in a 2-hour game playing, teambuilding session please let me know. We will provide lunch in exchange for your opinions. Please contact me ASAP if you are interested.

We plan to hold this event on (Insert day/date...time... 11-1 seems best). If this opportunity does not fit your schedule, feel free to recommend a substitute. We have specifically identified your group or company as a target client that can best provide feedback for our new product.

I look forward to hearing from you soon!

Your Name

YOUR NAME HERE
Marketing Director
YOUR COMPANY NAME HERE
Address
City, ST ZIP
817-555-1212
You@youremail.com
www.yourcompany.com

A Final Word about Selling to Groups



People want to buy from their friends

Strangers Customers Friends

Passion

Enthusiasm

Remember-The Best Hint Is:

The 1st introduction to your center is usually an invitation to a group event!



Thank You!



LEARNING SO EFFECTIVE
YOU'LL NEED CROWD CONTROL.



Fill Your Brain

Fill Your Lanes

Outside-In Sales (The Attendees)



Who To Invite (Focus Group Based Event)

- Owners
- Managers
- Trainers
- Principals



- HR Directors
- Chamber
- Church Leaders
- MPI

- Hotel Concierge
- Companies or Groups that have partied in the past
- Ambassador groups from the Chamber

The Presentation (30 Min)



Play Therapy
Improves Morale

Builds camaraderie

Get away from
the office

Off-Site meetings kick start company
productivity!

The Activities (30 min sample)



3 Events-If Possible
(modify time – 30 minute sample)

9-Pin No-Tap *(bowling hint)*

Awards & Cheer Ceremony

3-5 People p/team *(same price)*

Facilitate the Event

Randomly Divide Teams



Awards and Cheer Ceremony



Bronze

Silver

Gold

Team Challenge



*No one goes away a loser
Give everyone a bounce back*

Fill Your Brain

Fill Your Lanes

Focus Group ???s (sample included)



Thank you for participating in our meeting planner focus group. We appreciate your time, effort, expertise, and comments!

Rate the **meeting room** for company meeting use. NA (low) 1 2 3 4 5 6 7 8 9 10 (high)

Comments: _____

Rate the **bar area** for company meeting use. NA (low) 1 2 3 4 5 6 7 8 9 10 (high)

Comments: _____

Rate the **concourse area** for company meeting use. NA (low) 1 2 3 4 5 6 7 8 9 10 (high)

Comments: _____

Rate the **food options** for company meeting meals. NA (low) 1 2 3 4 5 6 7 8 9 10 (high)

Comments: _____



Center Specific Questions

Fill Your Brain

Fill Your Lanes

How Likely are You to Book?



- HELP! I need to book this fabulous “Play Therapy” event right away! Have someone call me **yesterday!**
- I’ve got some breathing room...but I want to book an event soon. Have someone call me today or **tomorrow.**
- I don’t need to put anything together yet but I would like some more information. Have someone call me within the next **30 days.**

Ask for the Business-Close the Sale!

Follow Up is KEY



Fill Your Brain

Fill Your Lanes

Fill Your Feet