

Everything Birthdays

Presented By: Beth Standlee-TrainerTainment



**Bowling
University**

TRAIN MORE. BE MORE.



The four P's to success



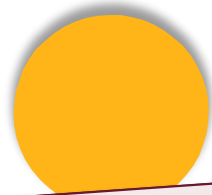
Fill Your Brain

Fill Your Lanes

3. Which of the 4 Ps do you do best/worst?







Answer:

Memories



**What is *your* competitive
advantage?**

KISS

2 - 3

PACKAGES

***RAISE YOUR HAND IF
YOU HAVE***

More?

ADVANTAGES

KISS

EASY TO sell,

EASY TO BUY.

Evaluate your space



EVALUATE

YOUR

SPACE

Evaluate your prices



Evaluate your prices



Individual

V\$.



Group

Birthday Revenue Calculator

USE OUR METHOD TO

MAXIMIZE

YOUR PARTIES EVERY WEEK!

Scheduling you



BIRTHDAY PARTY SCHEDULE #2				
2-hour format: 1st hour: Party Room/Area 2nd hour: Activity				
		Room 1	Room 2	Room 3
		Lanes	Lanes	Lanes
SET UP 10:00-10:45				
11:00-1:00	MEET & GREET	10:45	10:45	10:45
	PARTY AREA	11:00-12:00	11:00-12:00	11:00-12:00
	FOOD DELIVERY	11:15	11:15	11:15
	ACTIVITY	12:00-1:00	12:00-1:00	12:00-1:00
	CLEAN/RESET	1:00-1:30	1:00-1:30	1:00-1:30
12:30-2:30	MEET & GREET	12:15	12:15	12:15
	PARTY AREA	12:30-1:30	12:30-1:30	12:30-1:30
	FOOD DELIVERY	12:45	12:45	12:45
	ACTIVITY	1:30-2:30	1:30-2:30	1:30-2:30
	CLEAN/RESET	2:30-3:00	2:30-3:00	2:30-3:00
2:00-4:00	MEET & GREET	1:45	1:45	1:45
	PARTY AREA	2:00-3:00	2:00-3:00	2:00-3:00
	FOOD DELIVERY	2:15	2:15	2:15
	ACTIVITY	3:00-4:00	3:00-4:00	3:00-4:00
	CLEAN/RESET	4:00-4:30	4:00-4:30	4:00-4:30
3:30-5:30	MEET & GREET	3:15	3:15	3:15
	PARTY AREA	3:30-4:30	3:30-4:30	3:30-4:30
	FOOD DELIVERY	3:45	3:45	3:45
	ACTIVITY	4:30-5:30	4:30-5:30	4:30-5:30
	CLEAN/RESET	5:30-6:00	5:30-6:00	5:30-6:00
5:00-7:00	MEET & GREET	4:45	4:45	4:45
	PARTY AREA	5:00-6:00	5:00-6:00	5:00-6:00
	FOOD DELIVERY	5:15	5:15	5:15
	ACTIVITY	6:00-7:00	6:00-7:00	6:00-7:00
	CLEAN/RESET	7:00-7:30	7:00-7:30	7:00-7:30
6:30-8:30	MEET & GREET	6:15	6:15	6:15
	PARTY AREA	6:30-7:30	6:30-7:30	6:30-7:30
	FOOD DELIVERY	6:45	6:45	6:45
	ACTIVITY	7:30-8:30	7:30-8:30	7:30-8:30
	CLEAN/RESET	8:30-9:00	8:30-9:00	8:30-9:00
CLEAN/RESET/INVENTORY 8:30-9:00				
Team A, Hosts 1, 2, 3 setup team		Shift: 10:00-7:30		
Sets up all party rooms from 10:00-10:45 Works 3 parties: 11:00-1:00, 2:00-4:00, 5:00-7:00				
Team B, Hosts 4, 5, 6 clean up/inventory team		Shift: 12:00-9:00		
Works 3 parties: 12:30-2:30, 3:30-5:30, 6:30-8:30 Cleans up/resets party areas and checks inventory				

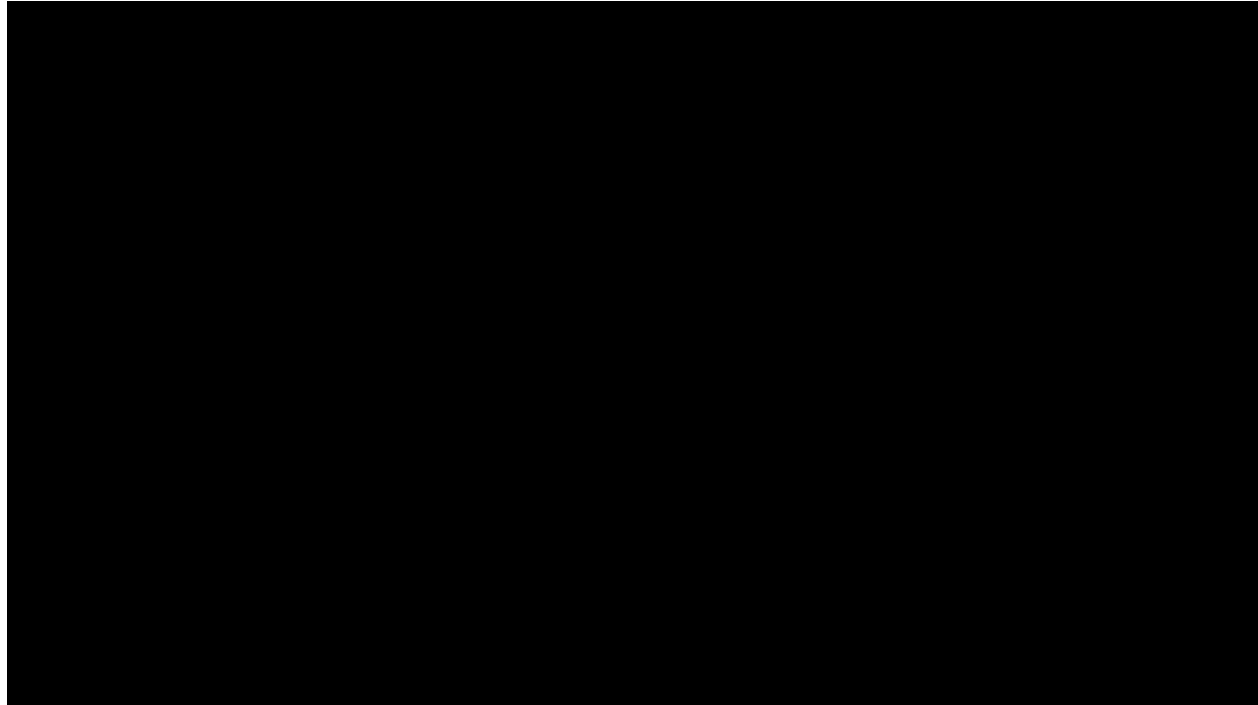
Questions?

A stylized figure is depicted in the center of the slide. It has a yellow circular head and a dark blue body. The figure is holding a large, light-colored rectangular sign with a dark border. The sign contains the text 'Are there any questions about creating a PRODUCT?' in yellow, bold, sans-serif font. The sign is tilted slightly to the right.

**Are there any questions
about creating a
PRODUCT?**



Bad Call, Good Call



Improving the process



Birthday Sales Qualification Form

CONNECT	<p>Thank you for calling TrainerTainment, this is (name). How may I serve you? I'm interested in information about/booking birthday parties. Great! TrainerTainment has the best parties in town! With whom am I speaking? _____</p>	Representative Name Call Date Call Time Child or Adult Boy or Girl Name Age # Child # Adults
QUALIFY	<p>Please tell me about our birthday person</p> <ul style="list-style-type: none"> • Are we planning a party for a child or adult? • A boy or girl? • And what is his/her name? • How old is (use child's name) going to be? • Approximately how many children and adults will be attending (use child's name) party? • This is the ultimate experience! We know that (use child's name) will have a great time! 	
PRESENTATION	<p>All of our parties include</p> <ul style="list-style-type: none"> • Up to 8 guests • 90 minutes in a festive private party room • 2 slices of cheese or pepperoni pizza • Fountain drinks with refills during your room time • A dedicated party host • Plates, cups, napkins and a balloon bouquet • Invitations • The birthday child receives a glow button • And each person receives a free ride or attraction pass for their next visit <p>Our Ultimate Birthday Party includes 4 hours of unlimited rides, attractions, video games (excluding ticket & prize games) and a \$10 game card for ticket and prize games. Our Laser Tag Phaser Frenzy includes 3 laser tag sessions and a \$10 game card. Our Incredible Birthday Bonanza includes 3 rides or attractions and a \$10 game card.</p> <p>Of these packages which do you think (use child's name) and his/her friends would enjoy the most?</p> <ul style="list-style-type: none"> • Our Ultimate Birthday party is \$299 for up to 8 guests and \$29 for each additional guest. • Our Laser Tag Phaser Frenzy is \$269 for up to 8 guests and \$25 for each additional guest • Our Incredible Birthday Bonanza is \$249 for up to 8 guests and \$25 for each additional guest. 	
CLOSE	<p>Were you planning on having (use birthday child's name) party during the week or on the weekend? Great, what date were you thinking about having (use birthday child's name) party? Did you want to come early in the day or later in the afternoon? Great we have _____ & _____ times available on that date.</p> <p>I can hold your reservation with a \$50 non-refundable deposit and that deposit will be deducted off your final bill. Which credit card would you like to use for your deposit?</p>	Package Selected Weekend or Weekday Date Morning or Afternoon Credit Card Number Code
DEPOSIT	<p>Would you like to add on additional pizzas or goody bags?</p> <ul style="list-style-type: none"> • If yes then _____ • If no: Great, you can add them all the way up till the day of (use birthday child's name) party. 	
UPSSELL	<p>©2016 TrainerTainment, LLC. All rights reserved.</p>	



Answer:

1. Recipe for Selling

2. Consistency

3. Confidence & communication

TOP TEN

REASONS THE BDSQF HELPS
YOU MAKE A SALE EVERY
TIME A CALL COMES IN.

10. IT BUILDS CONFIDENCE
9. IT HELPS YOU CONNECT
8. ESTABLISH GENDER
7. ASK FOR THE NAME
6. GIVE THE PARTY INFORMATION
5. ASK TRIAL CLOSING QUESTIONS
4. COLLECT THE DEPOSIT
3. REVIEW THE DETAILS
2. THANK THEM FOR CHOOSING YOU
1. MANAGE THEIR EXPECTATIONS

LMP

with Mr. Rainerman



Outbound

Outbound Prospecting Scripts

(Erin Selva)

TIPS:

1. Make it a priority each day to call every past event or SO that is 30-45 days from today's date.
2. Utilize these scripts to connect with prior year SO or Groups.

BIRTHDAY SCRIPT #1:

CONNECT: Hi this is Beth at Trainertainment. Your child had a birthday party last year, OR your child is a registered birthday club member. We are booking (insert month) parties at this time and I wanted to make it easy for you to have (insert child's name's) party at our place.

QUALIFY: Have you decided where to hold (his/her) birthday party next month?

CLOSE: (Listen) Hopefully they will book the event at this time-follow the SOSOP procedure covering the details of this year's party program etc.

THANKS & NEXT STEPS (if they are holding it somewhere else, say this) Well, it sounds like you have everything planned. We always like to why people choose us, and when they choose someone else, we love to know that too. May I ask why you chose (insert name of other facility- record in the comments section) this year?

RECOMMENDATION: (Listen) I thank you for your time today and wanted to let you know to watch for Emily's birthday card from (insert center name). I can send it in the mail to Emily today and it includes (insert your free birthday offer here) or if you prefer, I can email this offer after our call if you would like to give me an email address.

BIRTHDAY SCRIPT #2:

CONNECT: Hi, this is Beth at Trainertainment. I just wanted to be the first to wish (child's name) a happy (use age if you have it) birthday! We had so much fun celebrating with (child's name) and his/her friends last year, and we can't wait to see them again!

QUALIFY: Have you decided where to hold (his/her) birthday party next month?

CLOSE: (Listen) Hopefully they will book the event at this time-follow the SOSOP procedure covering the details of this year's party program etc.

THANKS & NEXT STEPS (...if they are holding it somewhere else say this...) Well it sounds like you have everything planned...we always like to why people choose us and when they choose someone else we love to know that too. May I ask why you chose (insert name of other facility- record in the comments section) this year?

RECOMMENDATION: (Listen) I thank you for your time today and wanted to let you know to watch for Emily's birthday card from (insert center name). I can send it in the mail to Emily today and it includes (insert your free birthday offer here) or if you prefer, I can email this offer after our call if you would like to give me an email address.

Insert Your Logo

Outbound Sales

LOOK BACK

LOOK AHEAD

1 Year

2 Years

3 Years

45 Days

1.



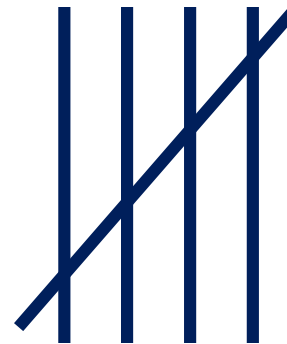
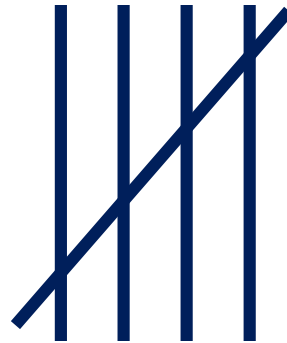
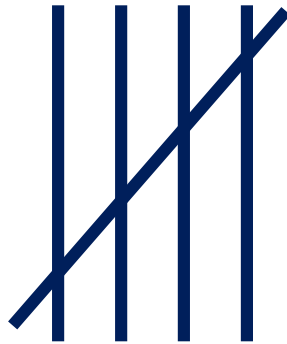
2.




3.



CALLS ***&*** ***CLOSES***



Check out our call tracker!




**Are there any questions
about the party
PROCESS?**



**Party
Host**



**Party
Hero**



**What are the
characteristics of a
Party Hero?**



FUN

FRIENDLY

LOVES CHILDREN

PATIENT

ENERGETIC

CREATIVE



***UNIQUE
MEMORABLE
REQUESTED***

The Rule



DON'T REACT; INTERACT!



***MAKE A PLACE TO
SHARE IDEAS***



**Are there any questions
about the best PEOPLE?**



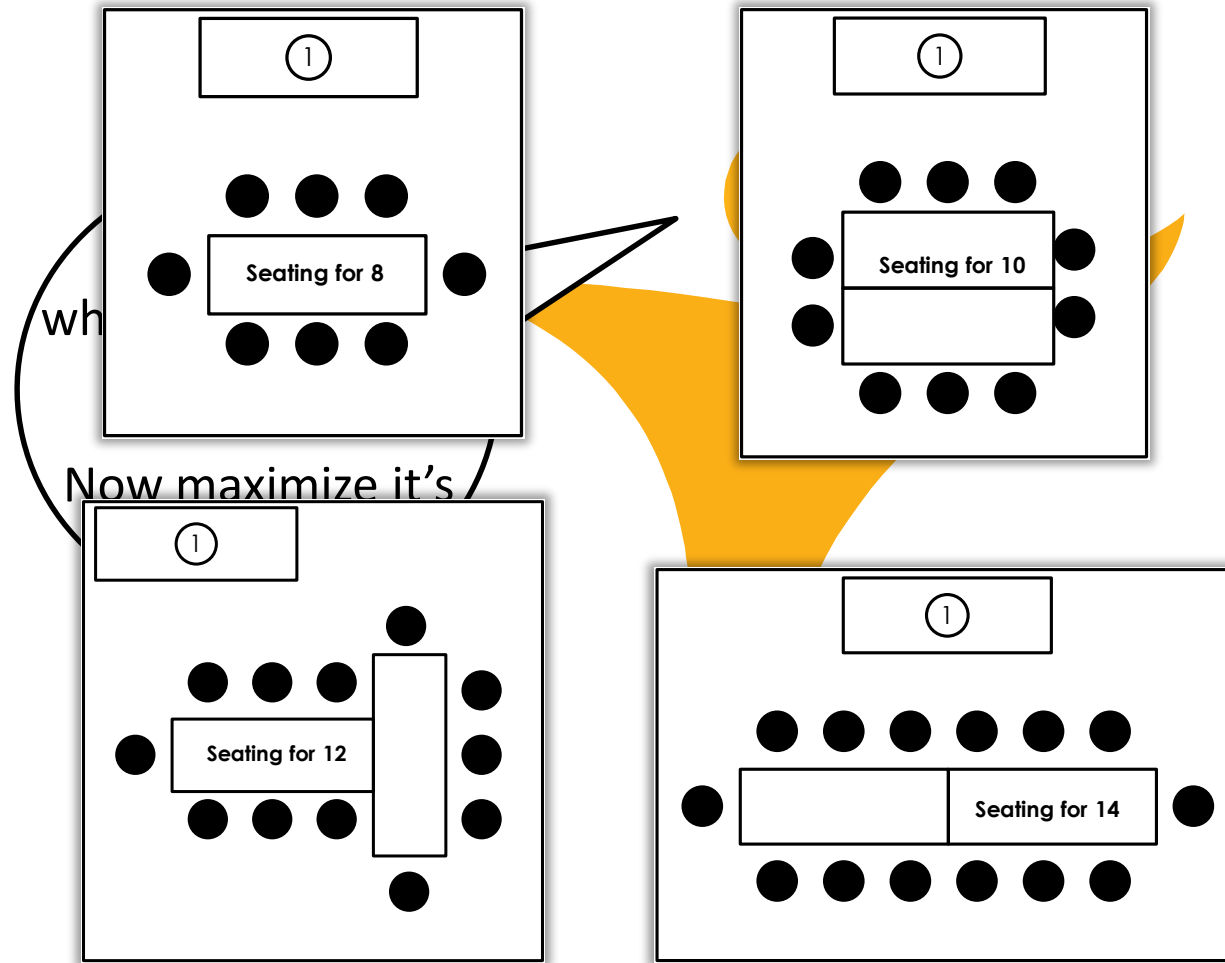
Setup Checklist



Fill Your Brain

Fill Your Lanes

Room Setup



Party Plan

Name: _____

General Info

Party Date & Time: _____

Package: _____

Birthday Child's Name & Age: _____

Party Room: _____

Favorite Color: _____

Other Favorites: _____

Parent Present: _____

Special Needs:

1 Hour In-Course Activity

Activity 1: _____ Time & Duration: _____

Activity 2: _____ Time & Duration: _____

Activity 3: _____ Time & Duration: _____

Notes: _____

30 Min Post & Play

Song/Game 1: _____ Duration: _____

Song/Game 2: _____ Duration: _____

Song/Game 3: _____ Duration: _____

Song/Game 4: _____ Duration: _____

Notes: _____

Final 30 Minutes

15 Min for Cake & Singing

Will they give presents at the party? YES NO

If YES: Print & Fill out the gift list

If NO: 15 Minutes for more songs/games

Song/Game 1: _____ Duration: _____

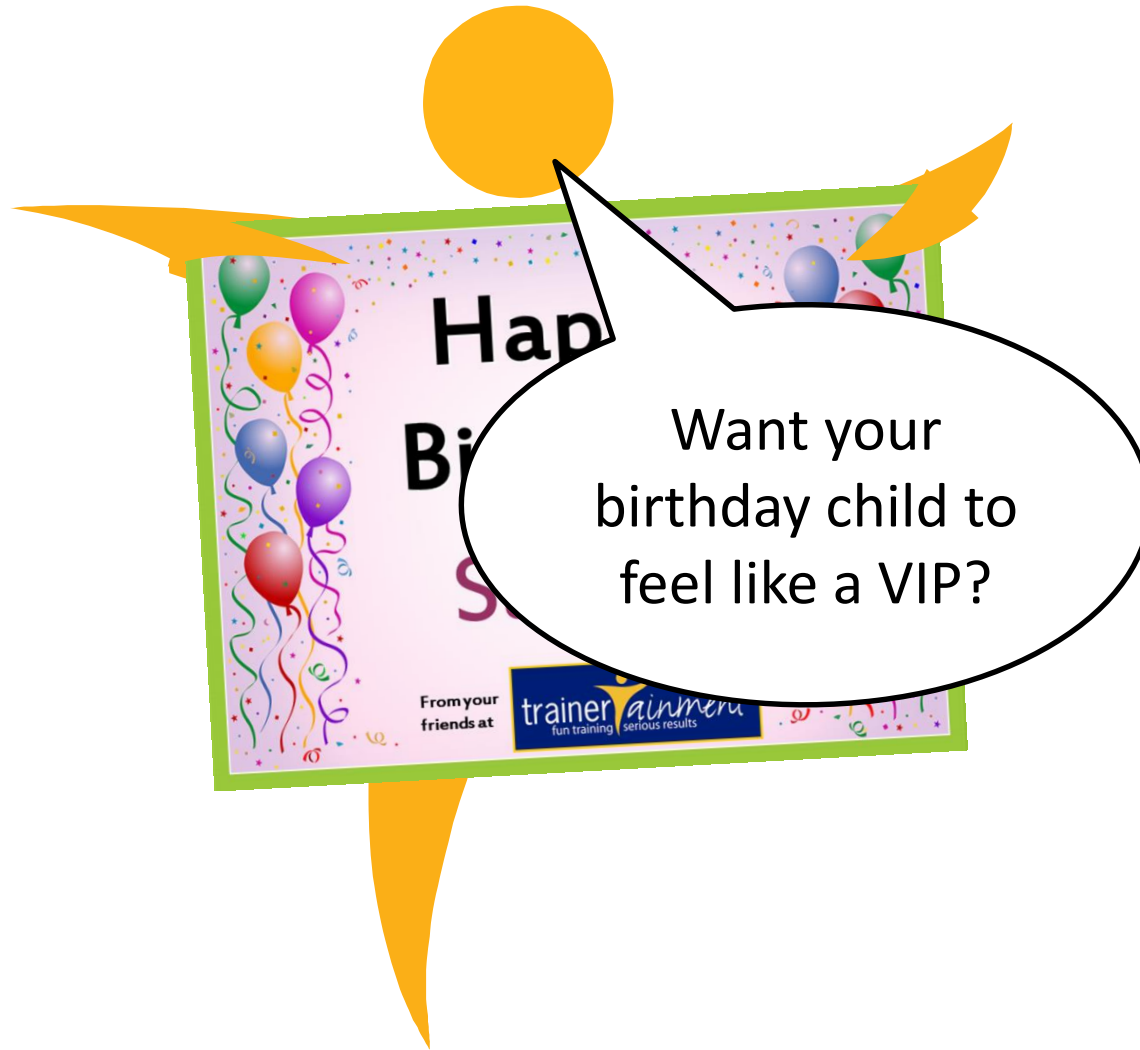
Song/Game 2: _____ Duration: _____

15 Min for wrap-up:

- Big Finish Song or Game _____
- Thank Everyone
- Invite others to have their birthday party with us
- Take presents to the car
- Write a Thankyou to the Birthday Child
- Quit the Party room



Airline Style Sign



Birthday Button



Want your birthday child to feel even more like a VIP?

It's Your Birthday!



Party Flow

1 hour - In-Center Activity

30 minutes - Food & Fun

- Dancing
- Balloon Animals
- Games

10 Minutes - Cake & Singing

10 Minutes - Presents (or more fun & games)

10 Minutes - Wrap Up/Big Finish

- Hand out game cards
- Reset for next party



Why should you use a Party Flow Card?



**They're not around when
I need them!**

Apron



Fill Your Brain

Fill Your Lanes

It's all about interaction, not reaction.



Fill Your Brain

Fill Your Lanes

Birthday Party Game Ideas

Name Game

Equipment: n/a

Instructions: This is an amazing game for getting the children to know names. Arrange the players in a circle. The first child says his/herself, as in, "Hi, I'm Dave." All children say, "Hi, then describes his/herself with an adjective (or animal character, depending on level) that begins with the name, as in "I'm Dangerous." The second child then says Dave and I'm Sarah." All children say, "Hi Sarah, an adjective as in, "I'm Silly." The third child then says and self, "This is Dangerous Dave, Silly Sarah, and continues in this fashion until all children have helped each other remember as the list grows long.

Hand Dance

Equipment: music

Instructions: Children sit in a circle so everybody can see music starts playing, child one will do a simple hands only (try and keep the children sitting). hand move of child one and adds a new hand move. three repeats child one and child two's dance. Continue until all children have had a chance to help each other remember a dance added around the circle.

Back-to-Back Balloon Pop

Equipment: A supply of balloons

Instructions: All players inflate their balloon. Some When the adult helper says "1,2,3, Go!" The players release their balloons in the target center. Score 5 points for a direct hit. This game works well with colored balloons; red, blue, green, etc. at all and just have fun playing together. If you prefer not to have winners.

Party Song & Dance

Children love to dance, so a great way to liven up your party and create brand YOU is to do some of these dances with your kids. If you don't know how, we've included some YouTube links so you can watch, practice, and learn on your own. We've also included some blank spaces in each category so you can add your own favorites, and make each party truly Brand YOU!

Classics

- Hokey Pokey - <http://www.youtube.com/watch?v=s9Vces13H8>
- Head, Shoulders, Knees and Toes - <http://www.youtube.com/watch?v=BisOdUvyoEQ>
- Chicken Dance - <http://www.youtube.com/watch?v=7NEjjq2BW54>

Oldies

- The Twist - <http://www.youtube.com/watch?v=gE7lvoWinXY>
- Shimmy Shimmy Ko Ko Bop - <http://www.youtube.com/watch?v=MHDiuWd8SgM>
- Splish Splash - <http://www.youtube.com/watch?v=g73uXT6z6ag>
- Let's Twist Again - <http://www.youtube.com/watch?v=cuwaQhsgY3A>
- Monster Mash - <http://www.youtube.com/watch?v=FYE1WwA8g7f0>

Line Dance

- Electric Slide - <http://www.youtube.com/watch?v=TuKqVaW9IC4>
- Cha Cha Slide - <http://www.youtube.com/watch?v=DYlvGRCzGrI>
- Cupid Shuffle - <http://www.youtube.com/watch?v=JQKbk4oDr4>
- Mississippi Stomp - <http://www.youtube.com/watch?v=tX-mCljgnxk>

Survey



Thank you for having your birthday party at Holiday Lanes!!! Please take a moment to share your thoughts about the overall birthday party experience.

Circle the number of balloons that best describes your experience:

- 5 balloons = You couldn't have done it better!
- 4 balloons = Everything rocked!
- 3 balloons = It was OK-we could have received the same anywhere else
- 2 balloons = We wish we had gone somewhere else
- 1 balloon = We should have stayed home!

How was your Party Host?

How was the food? NA

How do you feel about the price/value of the party?

Rate the cleanliness of our facility.

Will you recommend us to a friend? Y N

Were you visited by a manager? Y N

Please list anything that would have made your visit even better.

OPTIONAL: Your Center Name will not share your information with anyone.

Name _____

Phone _____

Email _____

Turn in this Guest Comment Card and be entered in a weekly drawing to win a \$10 game card!

A gratuity is appreciated for excellent service.

Staging and Shoe Carts



Fill Your Brain

Fill Your Lanes



**Are there any questions
about PARTY execution?**

CONCLUSION-QUESTIONS



Fill Your Brain

Fill Your Lanes

Thank You!



**LEARNING SO EFFECTIVE
YOU'LL NEED CROWD CONTROL.**



Fill Your Brain

Fill Your Lanes