

Sheryl Bindelglass



Extreme
**Makeover
Party Edition**



Presented By: Sheryl Bindelglass
President Sheryl (not just) Golf

www.sherylgolf.com

SherylGolf

Welcome!

In an effort to help “go green”, please email Sheryl@sherylgolf, if you would like the slides, or additional materials  Please avoid printing this unless absolutely necessary.

Party Business

- We love to host parties
- New systems that make parties easy to run
- Party Profits
- Boost the bottom line - Can be the best marketing tool

Message - Collateral Materials

- Flyers – Invitations – Brochures
- Banners – Signs

Party Packages

- Time to make some changes
- New Packages
- The value of your packages

Package Extra's

The Name Game

- Package # 1 ... # 2 ... #3
- New Package Names

Cause for Celebration

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Staff – Recruit/Hire/Train the BEST!

Offer the best party training
Offer shadow training
Provide all the tools they need

The Phone

Voice mail 24/7
Message log BOOK,
Track % booked

The Phone

Thank you for calling the bowling center, home of the best parties
Are you interested in booking a party for you or your child?
Yes...we can, Our pleasure to ...Not a problem...

Reservations

Full page with notes and thank you at the bottom
Online (at least to get basic information, then you confirm)
Reservation book – Weekly calendar

Party Time

Welcome sign: Name * Time * Room
Set schedule for all parties
Prep each room for the day

Keep in touch

Birthday Card
Birthday Email
Invitation to Mascot party or Birthday Club event

How to attract attention (Banners – Display area)

The Party Room (Before and After)

Crash Cart
Welcome Room signs
Supplies

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Decorate the Room

Paint – Graphics – Simple Decorations

Party Bags (goodie bags/loot bags)

Available, on display and they look great

Up-sell the day of the party

A strong bounce back

Marketing

Flyer

Digital Frames

Posters

Picture Board

Room set

On screen for scores

Table Toppers

Napkin Holder Promotion

Give away at a school event

Auction a party for charity

Text PARTY to 5566778

Host the BEST parties

New media

Tweet an offer

Facebook fans receive free goodie bags this month

Rave Reviews

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You Pick Two ...

What got your attention?

Please feel free to connect, follow or contact me at anytime



twitter.com/sherylgolf



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Sheryl Bindelglass

Guiding good businesses to become great businesses!

Author of the **Pros Guide to Marketing** your family entertainment facility.
Profit from the Pro

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