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**DEVELOPING A GROUP SALES PROGRAM  
FOR A FAMILY ENTERTAINMENT CENTER**

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Suburban Cleveland, Ohio



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**Value of Group Sales Program**

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**Introduces your facility to “new”  
guests that may never come as  
“retail” guests**

In essence, Group Sales becomes a form of  
Marketing

## Value of Group Sales Program

- ◆ Group Outings are usually “weatherproof”
- ◆ Organization & group schedules are more rigid than individuals – **They seldom cancel**
- ◆ Individuals who might not come and spend their own money on a “bad weather” day, **will attend if it is “free”** (being paid for by organization or the individuals “prepaid”)
- ◆ Need to understand the difference between an FEC and many other entertainment venues:

## Value of Group Sales Program

- ◆ I call FEC’s **“IMPULSE PARKS”**
- ◆ Decision to visit is often an “impulse” – not an outing that has been planned for days or weeks
- ◆ Venues such as Theme Parks, Water Parks, Zoos, Museums, Sporting Events are typically planned for in advance

## Value of Group Sales Program

- ◆ It is “too easy” for an individual or family (Retail Audience) to alter their plans to visit an FEC if the weather is undesirable
- ◆ Groups seldom cancel their outings since they are planned well in advance AND there are too many members to contact at the last minute due to undesirable weather

## Value of Group Sales Program

- ◆ **Staffing is MUCH easier for groups vs. your retail audience**
- ◆ You **know when they are scheduled to arrive** and based on package, when they will likely be departing
- ◆ You know the **number of guests that are scheduled to attend**

## Value of Group Sales Program

- ◆ You **know the attractions** they will be using
- ◆ **If they are eating, you usually know when**

## Value of Group Sales Program (continued)

- **One Payment**
  - Doesn't "clog" your register lines
  - Much **easier to count one large check than hundreds of "individual" payments**
  - Dealing with one representative regarding questions, problems, etc vs.. hundreds of individuals

## Value of Group Sales Program (continued)

- Can often “plug” them into slower days or slower day-parts
- Many groups are on tight budgets and often **have the flexibility to schedule their event around a facility’s busiest times**

## Value of Group Sales Program (continued)

- **Examples:**
  - We offer **lower Corporate Outing Rates on weekends in May, September & October** (Shoulder Season)
  - We fill our **Summer Weekday Afternoons** with Summer Day Camps and Day Care Centers
  - We typically **host 300 – 600 day campers each weekday** in June, July & early August

## Value of Group Sales Program (continued)

### ■ Examples:

- Since we know Camps & Day Cares **come on busses or vans**, we **know when they will be arriving and departing** vs. retail guests arriving in cars throughout our operating day
- Our pricing **for these groups is designed with the proviso that they are arriving and departing as groups – not individually**

## UNDERSTANDING THE DYNAMICS OF EACH TYPE OF GROUP

- ◆ Understanding spending patterns and appropriate “Price Points” of each type of group
- ◆ Each type of group typically has specific “additional spending” patterns
- ◆ Typical additional items purchased by Group

## UNDERSTANDING THE DYNAMICS OF EACH TYPE OF GROUP

- ◆ **Members should be factored into price**
- ◆ At our facility, typical **additional items purchased** by group attendees include:
  - ◆ Food & Beverage, Homemade Ice Cream, Game-room
  - ◆ Tokens, Batting Range Tokens, & Other Attractions

## UNDERSTANDING THE DYNAMICS OF EACH TYPE OF GROUP

- ◆ **Understanding spending patterns and appropriate “Price Points” of each type of group**
- ◆ **Each type of group typically has specific “additional spending” patterns**
  - **Typical additional items purchased by Group Members should be factored into price**
  - At our facility, typical **additional items purchased** by group attendees include:
    - Food & Beverage, Homemade Ice Cream, Gameroom Tokens, Batting Range Tokens, & Other Attractions

## UNDERSTANDING THE DYNAMICS OF EACH TYPE OF GROUP

- ◆ **Per Capita Spending Rankings (in addition to Attraction Fee) at our facility:**
- ◆ **1) School & Summer Day Camp Groups (Primarily Elementary & Middle School Age Attendees)**
- ◆ They **typically spend between \$5.00 - \$20.00 of additional money** while at Park (**God Bless Them!**)
- ◆ Primarily will **spend it on Food & Games**

## UNDERSTANDING THE DYNAMICS OF EACH TYPE OF GROUP

- ◆ **NOTE:** We typically don't allow "Outside Food" to be brought into the Park but we relax this rule in order to book these types of groups. **We allow them to "brown bag it"**
- ◆ **The good news is most attendees throw their brown bag lunches in the trash cans and buy our pizza, ice cream & soda.**

## UNDERSTANDING THE DYNAMICS OF EACH TYPE OF GROUP (continued)

### PRICE POINT:

- ◆ **Based on this group's typical additional spending**, we can offer a great attraction package in the **\$9.99 - \$12.99 range** which meets their budget

### Examples of Components considered in this group's pricing:

- **When is this program offered:** Weekdays & Weeknights only
- **Typical Group Size:** 25 – 300 (With schools, could be one class vs. the entire school)
- **Additional per capita spending:** Average about \$10.00
- **Staffing Issues:** Easy, since they arrive & depart **together** at predetermined times

## UNDERSTANDING THE DYNAMICS OF EACH TYPE OF GROUP (continued)

- ◆ **NOTE:** Unless you have bar coded wristbands that “expire” at a specific time & can be scanned & read at attraction entrances or turnstiles, you need to be sure you understand how group members will be arriving & departing. If they are coming in cars with parents, many will arrive late and stay beyond what you had planned when quoting price. This makes control and staffing very difficult.
- ◆ **WE DO NOT OFFER THIS PRICE POINT UNLESS GROUPS ARE ARRIVING & DEPARTING AT PREDETERMINED TIMES.**
- ◆ This policy also assists us in justifying this low price to other groups who see it on our website and do not meet the criteria.

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## UNDERSTANDING THE DYNAMICS OF EACH TYPE OF GROUP (continued)

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- 2) **Corporate Catered Outings** Company typically pays for attractions, food & beverage. Since it is perceived as an “All Day Event”, each group member typically spends an additional \$5.00 - \$7.00 on tokens, ice cream, etc.
- 3) **Church Youth Groups**, Since these are built around “fellowship”, additional spending is typically \$5.00 - \$8.00/each. These groups are typically limited in time (usually weeknight evening) & don't normally include F&B in their package.

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## UNDERSTANDING THE DYNAMICS OF EACH TYPE OF GROUP (continued)

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- 4) **Weekday or weeknight Corporate departmental meetings/events** These are typically relatively short adult events built around a meeting with co-workers. Additional spending is usually limited to beverages and/or ice cream when families not included.

### Examples of Components Necessary in Developing CONSISTENT & EASILY UNDERSTOOD GROUP PRICING

#### 1) Number of guests:

- ◆ Obviously the larger the number of guests, the better pricing they receive.

#### Example:

- Package Pricing: Based on our 2010 Retail Prices of \$26.99 (KPP) & \$16.99 (PP)
- Kids 2 and under are FREE

### Examples of Components Necessary in Developing CONSISTENT & EASILY UNDERSTOOD GROUP PRICING

Group Size	<u>Karts Plus Pass</u>	<u>Plus Pass</u>
n10-99	\$20.99 (Save \$6.00)	\$12.99 (Save \$4.00)
n100-499	\$18.99 (Save \$8.00)	\$12.99 (Save \$4.00)
n500-999	\$16.99 (Save \$10.00)	\$11.99 (Save \$5.00)
n1000 +	\$15.99 (Save \$11.00)	\$10.99 (Save \$6.00)

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**Examples of Components Necessary in Developing  
CONSISTENT & EASILY UNDERSTOOD  
GROUP PRICING**

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**2) When is Package Available:**

Any day vs. Weekdays

All Day vs.. Specific Day-part

“Prime Season” (Memorial Day – Labor Day),

“Shoulder Season” (April & May, Sept & Oct), or “Off Season”

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**Examples of Components Necessary in Developing  
CONSISTENT & EASILY UNDERSTOOD  
GROUP PRICING**

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**3) Anticipated additional spending of guests**

- ◆ Discussed earlier

**4) Any perceived negatives of group type**

- ◆ Require supervision (i.e. Middle School Age students)
- ◆ Vandalism
- ◆ Behavior that may impact other guests (i.e. “line jumping”, swearing, etc)

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**Examples of Components Necessary in Developing  
CONSISTENT & EASILY UNDERSTOOD  
GROUP PRICING**

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**5) Additional Staffing and Cost Requirements?**

- ◆ See potential issues noted above (4)
- ◆ Basic staffing levels may accommodate weekday groups (up to certain levels) – No additional Staff required
- ◆ Additional details required in catered outings (i.e. F&B, prep of eating area, cleanup, garbage, group check-in, added activities like Volleyball, Horseshoes, Corn Hole, Sack Races, etc, balloons, decorations, signage, printed materials for group members)

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**Examples of Components Necessary in Developing  
CONSISTENT & EASILY UNDERSTOOD  
GROUP PRICING**

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**6) Impact on Retail Audience**

- ◆ You must understand capacities (“Throughput”) of each of your attractions
- ◆ Depending upon your capacity, when groups reach a certain size, you may need to close the facility to the general public to avoid unhappy guests and unhappy group members because of long lines (“Exclusive”)

## Examples of Components Necessary in Developing CONSISTENT & EASILY UNDERSTOOD GROUP PRICING

### 6) Impact on Retail Audience

- ◆ If you make an outing an **“EXCLUSIVE EVENT”** you must do the following:
- ◆ Put message on your phone greeting at least one week in advance of event
- ◆ Note closing on your website at least one month in advance
- ◆ Put signs up around your facility at least two weeks in advance

## Examples of Components Necessary in Developing CONSISTENT & EASILY UNDERSTOOD GROUP PRICING

### 6) Impact on Retail Audience

- ◆ Be sure not to book B-Day Parties & other outings during time of Exclusive
- ◆ Have signage at entrance to your facility on day of event noting you are closed from “X” to “X” .
- ◆ Have staff person with great guest relations skills at entrance giving retail guests unaware of closing a great offer for a future visit. (We give a certificate for 50% OFF All Day Unlimited Pass for up to 6 guests)

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**Examples of Components Necessary in Developing  
CONSISTENT & EASILY UNDERSTOOD  
GROUP PRICING**

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**6) Impact on Retail Audience**

- ◆ **NOTE ON EXCLUSIVES:** It typically is not necessary to close your facility from opening to closing for an Exclusive Outing.
- ◆ We typically **open to the General Public at 5:00 pm** for Exclusives that begin at Noon or earlier.
- ◆ Members of Exclusive Groups are welcome to stay until closing (all their attraction passes remain valid).
- ◆ Outside seating area remains reserved for them.
- ◆ **Most attendees will leave by 5:00.**

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**Examples of Components Necessary in Developing  
CONSISTENT & EASILY UNDERSTOOD  
GROUP PRICING**

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**7) Understand acceptable Price Point of  
groups likely to use Package**

Design appropriate packages for all group types likely to schedule an outing at your facility

### TIPS FOR DEVELOPING YOUR GROUP PACKAGES

- ◆ **Keep packages simple & easy to understand**
  - We avoid packages that are centered around a specific attraction like Mini Golf, Batting or Go-karts
  - Typically the person attempting to book the outing doesn't know what the group members really want
  - Other factors such as weather may affect what group members want to do on day of outing

### TIPS FOR DEVELOPING YOUR GROUP PACKAGES

- ◆ **Minimize the number of packages you offer**
  - The more you offer, the more confused you and potential group decision makers will become
  - The more there is to choose, the longer the sales process; Your Group Sales Rep's time is valuable!

### TIPS FOR DEVELOPING YOUR GROUP PACKAGES

- ◆ **Suggestion:** Back in the 80's we developed a "**Party Pass**" that much of the industry has adopted
- ◆ **What is a Party Pass?**
- ◆ **Flexibility is Key:** At our Park, a **Party Pass can be used as an attraction ticket** for the following:

### TIPS FOR DEVELOPING YOUR GROUP PACKAGES

- ◆ **ONE** Grand Prix Go-Kart Ride (\$7.50 Retail)
- ◆ **ONE** Rookie Track Ride (\$5.00 Retail)
- ◆ **ONE** 18-Hole Round of Miniature Golf (\$7.50 Retail)
- ◆ **ONE** Bumper Boat Ride (\$7.50 Retail)

### TIPS FOR DEVELOPING YOUR GROUP PACKAGES

- ◆ **ONE** Mission of Ground Zero – Laser Tag
- ◆ **20** Gameroom Tokens (Retail: .25/each, 20 = \$5.00 Value)
- ◆ **6** Batting Range Tokens (retail: \$1.00/Round, 6 = \$6.00 Value)

### TIPS FOR DEVELOPING YOUR GROUP PACKAGES

- ◆ By using **Party Passes**, the person making the reservation does **not need to attempt to anticipate what attractions their members will choose to participate** on the day of their outing. Very easy to understand.
- ◆ Saves a tremendous amount of time for Sales Rep & eliminates potential switching of packages upon arrival at Park
- ◆ FEC Management **must be willing to “average” their attraction pricing** in return for the flexibility and ease in understanding it's offers.

## TIPS FOR DEVELOPING YOUR GROUP PACKAGES

### Our Party Pass Pricing:

20-49 Party Passes...**\$4.75 each**

50-99 Party Passes...**\$4.50 each**

100 + Party Passes...**\$4.25 each**

Our Party Passes, like our tokens are **ALWAYS VALID.**

## TIPS FOR DEVELOPING YOUR GROUP PACKAGES

- ◆ This greatly **simplifies the sales process**, reduces the concern for how many passes will be appropriate
- ◆ **UNLIMITED ALL DAY ATTRACTION PASS:**
  - Immense psychological advantage
  - People **love the “Buffet Style”** of packaging

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### Key Points that FEC Managers must understand when offering UNLIMITED PACKAGES

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- ◆ Just like the Buffet Lines here in Vegas, guests eyes are bigger than their stomachs
- ◆ At our Park, **average stay is between 3 – 3 ½ hours** – They don't feel cheated – **they LOVE IT!**
- ◆ Guests assume they will spend more time at Park that they ultimately do

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### Key Points that FEC Managers must understand when offering UNLIMITED PACKAGES

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- ◆ Retail guests plan to eat at the Park since they arrive thinking they will be there for a longer period
- ◆ Group Members spend more money based on plan to stay at facility for a substantial period of time

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**Key Points that FEC Managers must understand  
when offering UNLIMITED PACKAGES**

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- ◆ Must understand that **people will determine how far they will drive to a venue based on the amount of time they envision staying at their destination –**
- ◆ **THIS IS VERY IMPORTANT TO MAXIMIZING THE NUMBER OF GROUPS YOU CAN HOST AND THE RADIUS IN WHICH YOU CAN SOLICIT GROUP OUTINGS**

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**Key Points that FEC Managers must understand  
when offering UNLIMITED PACKAGES**

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- ◆ **Our drawing radius doubled when we began offering ALL DAY UNLIMITED PASSES**
- ◆ **Our retail food sales also almost doubled after beginning this program**

**Key Points that FEC Managers must understand when offering UNLIMITED PACKAGES**

**SAMPLE OF TYPICAL CORPORATE OUTING PER GUEST:**

- ◆ Attraction Price: Approx. \$19.00
- ◆ Catered Meal: At least \$10.00
- ◆ Beverage: Approx. \$4.50
- ◆ Extras: Approx. \$3.50

**TOTAL AVERAGE COST PER PERSON:  
Approximately \$37.00/Person**

**TIPS TO MAKE YOUR CORPORATE OUTINGS SUCCESSFUL**

Offer FREE activities to enhance a group's outing:

- ◆ Sack Races
- ◆ Corn Hole
- ◆ Volleyball
- ◆ Horse Shoes
- ◆ Water Balloon Toss
- ◆ Karaoke
- ◆ Bingo
- ◆ Trivia Contests
- ◆ Microphone
- ◆ VIP Parking

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**TIPS TO MAKE YOUR  
CORPORATE OUTINGS SUCCESSFUL**

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- ◆ **Pay attention to ALL the details:**
- ◆ Be sure you understand exactly what the group is looking for in an event
- ◆ **Show them you are committed to providing a GREAT EVENT!**

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**TIPS TO MAKE YOUR  
CORPORATE OUTINGS SUCCESSFUL**

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**OTHER PACKAGES SOLD TO COMPANIES**

- ◆ **Weekday Meetings & “Employee Only” Out**  
Typical Average expenditure: Approx. \$20.00/Person
- ◆ **Staff Meetings & “Office Olympics”**  
Typically purchase 2-3 Party Passes, light meal & Beverage.  
Typical Ave. Expenditure: Approximately: \$18.50
- ◆ **Miniature Golf & a Light Meal (Hot Dog, Chips & Soft Drink)**  
Weekday Afternoon: Typical Ave Expenditure: \$10.75

## WHAT MAKES FEC'S ATTRACTIVE TO CORPORATE OUTINGS?

- ◆ Free Parking
- ◆ No Service Charges Or Group Gratuities Typically Charged At Larger Venues
- ◆ Less Expensive Than Most Other Venues – More Value!

## WHAT MAKES FEC'S ATTRACTIVE TO CORPORATE OUTINGS?

- ◆ Allow For More Interaction Between Guests – Very Important & Valued!
- ◆ Not Rushed To Eat Like At Larger Venues
- ◆ No Long Lines
- ◆ More Family Friendly Attractions Than Most Other Options

## WHAT MAKES FEC'S ATTRACTIVE TO CORPORATE OUTINGS?

### COMPETING WITH OTHER VENUES THEME PARKS

- ◆ In addition to reasons stated in previous slide:
- ◆ Not everyone enjoys getting turned upside down at 90 miles per hour
- ◆ Long Lines for a 2 minute experience
- ◆ Extras at Theme Parks very expensive
- ◆ Don't see Co-workers and their families, most Theme Parks over 400 acres

## WHAT MAKES FEC'S ATTRACTIVE TO CORPORATE OUTINGS?

### COMPETING WITH OTHER VENUES THEME PARKS

- ◆ If a company is going to spend over \$50/guest (average family cost \$200), don't they want to get some morale and team building opportunities.
- ◆ If they are going to go to a Theme Park, they might as well give each person a "Good Any Day Ticket"

**AMAZINGLY MANY CORPORATIONS HAVEN'T CONSIDERED THESE ISSUES UNTIL THEY ARE REMINDED –**

**"LIGHT BULB GOES ON" ONCE TOLD!**

## WHAT MAKES FEC'S ATTRACTIVE TO CORPORATE OUTINGS?

### ◆ WATER PARKS

- Very weather related
- Many Group Members don't want to be seen or have their spouses seen in swim suits by co-workers

## WHAT MAKES FEC'S ATTRACTIVE TO CORPORATE OUTINGS?

### ◆ PROFESSIONAL OR COLLEGE SPORTS EVENT

- Not everyone is a sports fan
- Must be at facility at specific time to see event
- Little networking opportunities with everyone sitting in long rows
- Usually at night – work next day
- Extras at park very expensive

## WHAT MAKES FEC'S ATTRACTIVE TO CORPORATE OUTINGS?

- ◆ **ZOOS, AQUARIUMS & MUSEUMS**
  - Although very educational, few view these venues as FUN!
- ◆ **PUBLIC PARKS**
  - Inexpensive, but require a great deal of cooperation of volunteers & very weather related
  - Typically have to rent attractions, no professional staffing, etc
- ◆ *We call our Corporate Outings, "AN OLD FASHIONED COMPANY PICNIC"*
- ◆ *We create events that are relaxed, fun and reasonably priced*

## OTHER TYPES OF WAYS TO SELL TO COMPANIES

### Consignment Tickets

- ◆ AAA Offices
- ◆ Credit Unions
- ◆ Large Companies who can't or won't host an outing at your facility
- ◆ Supermarkets or Drug Stores (Many sell tix)
- ◆ Costco or similar Wholesale Membership Clubs



## OTHER TYPES OF WAYS TO SELL TO COMPANIES

### Online Sales

- ◆ Becoming very popular – doesn't cost company anything. Employees get a discount
- ◆ Promoted within company as a "perk"
- ◆ **Subsidized Tickets**



## OTHER TYPES OF WAYS TO SELL TO COMPANIES

### Online Sales

- ◆ Company pays a portion & Employee pays a portion
- ◆ **"Good Any Day Tickets"**
- ◆ Company purchases tickets but does not schedule an outing. Employees use when they wish



## OTHER ORGANIZATIONS TO SELL GROUP OUTINGS

- ◆ **Schools:**
- ◆ Reward Outings
- ◆ Educational Outings (similar to Math & Physics Days at Theme Parks)
- ◆ Fundraising Programs
- ◆ After Proms and/or Grad Nights
- ◆ **Day Camps & Day Care Centers**



## OTHER ORGANIZATIONS TO SELL GROUP OUTINGS

- ◆ **Boy & Girl Scouts**
- ◆ Campouts
- ◆ **Youth Teams & organizations**
- ◆ **Church Youth Groups**
- ◆ “Lock-ins” popular
- ◆ **Tour Groups**
- ◆ **Family Reunions**

## Other Considerations

### **SALES REPRESENTATIVES**

- ◆ Can you afford a designated person to handle program?
- ◆ Person must have GREAT phone skills
- ◆ Must be organized & able to make up to 50 calls/day
- ◆ Ability to make 25 – 50 “Cold Calls” almost everyday separates most successful Sales Reps

## Other Considerations

### **SALES REPRESENTATIVES**

- ◆ “Order Taker” vs. Professional
- ◆ Professional will cost more – must determine if you can afford
- ◆ Typical Commission is about 10%
- ◆ Someone (YOU) must monitor their calls – they must be accountable

## Other Considerations

### COLLATERAL & SALES MATERIAL

To be successful today, you **MUST** have a **GREAT** website:

- ◆ Include **ALL** your programs, pricing, etc on site
- ◆ Must be extremely easy to navigate
- ◆ Most group leaders now start searching for information online
- ◆ Our website: [www.SNTFun.com](http://www.SNTFun.com)
- ◆ Use “**Search Words**” – **Very effective & efficient**
- ◆ Use Social Media
- ◆ Our Group Sales Reps often will have prospect tuned to our website as they explain programs

## Other Considerations

### PRINTED MATERIAL:

- ◆ Brochure
- ◆ Presentation Folder
- ◆ Inserts - Have a different insert for each of your programs & insert the appropriate sheets to customize information you are sending to prospective group
- ◆ Testimonial Letters
- ◆ Business Cards
- ◆ Tickets
- ◆ All Day Tickets
- ◆ Party Passes (We thermally print these through our POS System)

## Other Considerations

### **OTHER ITEMS NEEDED:**

- ◆ Confirmation Letters
- ◆ Contracts
- ◆ Thank You Cards
- ◆ Sales Letters
- ◆ Call Sheets
- ◆ Sales Software to track calls, sales, etc

## Developing A Group Sales Program

### **REMEMBER:**

There are FEC's currently generating over \$1,000,000 annually in Group Sales

**What are You Waiting For?**

**THANK YOU  
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