



## 7 Steps through a Successful Venue seen with the eyes of your customer

### Start From the Street

What does your customer see when they walk from the pavement to your front door? In one consulting job we started at the front driveway of a large venue. We noticed rubbish in the gutter, weeds growing on the driveway and garden beds spread with dried out grass clippings. As we walked towards the front of the venue the windows were obviously dirty, bird droppings were evident and notices were blu-tacked up. It was not an attractive look. When asked to clean their windows, they washed them, but left them smeared by using dirty water. They just did not understand what a clean window should look like. Most clubs are not like this, but the point is start from the street and try to avoid 'venue blindness'.

### Welcome Everyone

When you visit the Traralgon RSL their receptionist will call out a friendly greeting with a huge welcoming smile. If you're new she'll explain how much money you can save by becoming a member of the club. No wonder membership keeps growing. Not all venues have a reception area to greet their patrons, so train your staff to go up and say hello.

### How Clean is Clean?

Is your venue neat, clean and tidy? Most venues that I visit have a policy of no clutter and pay strict attention to cleanliness in all rooms, tables and floors. Think about your last visit to a petrol station toilet and then consider what your visitors see and smell when they visit yours. Windows must be kept clean without smears with chairs and tables regularly cleaned and arranged neatly. Train your staff to know what clean looks like and that wiping is not cleaning.

### Promotions

Make sure everybody knows what you want them to know.

Don't leave promotions up for too long, replace posters when they are old or out of date. If you're still making your own signs in-house to save money, think again. If business is competitive several hundred dollars spent on attractive signage pays for itself in no time. One of our venues turned over an extra \$8 000 per month just by displaying attractive point of sale posters, banners and table-talkers.

### Staff Training

Make sure your staff know how to look well groomed, along with how to greet and make eye contact with your patrons. Reinforce this with regular training and provide all employees with a staff manual.

### Get to Know Your Patrons

Encourage your staff to get to know regular patrons by name. If your patrons are older, why not hire older staff? They more likely to make your patrons feel right at home. Just visit any Bunnings store, they're the biggest employer of over 50 year olds in Australia, and for good reason too.

### Exit Greetings

Cap off a wonderful experience at your club by having your staff say goodbye and see you again! If need be, call us for a small script to use with your staff at their regular training.

MORE customers + MORE return visits = MORE revenue

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If you're looking for exciting point of sale materials or promotional mail-outs, *that more than pay for themselves*, call Nigel Rawlins now on **1300 761 780**

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