



On-Site Sales: Hiring and Training Roundtable Discussion

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Sample Interview Questions

Tell us a little bit about yourself.

What attracted you to the (Your Organization)?
(You want to find people with a passion for your organization)

Would you describe yourself as someone who feels most comfortable following rules or someone who goes with the flow? **(In customer services you need people to be flexible)**

What are the most important values you see in a leader? **(This is good feedback for you)**

What qualities do you find important in a co-worker? **(Does it seem like they will fit in)**

You have a customer come one hour before closing and this is their only day that they can enjoy the garden. They sound regretful about having to pay the full price just for one hour. What would you do? **(what is their intuitive customer service response? How will they interact with guests)**

How do you stay calm when your work environment is very busy/stressful? **(will they get overwhelmed)**

If a coworker comes to you and lets you know they updated the format of the lost & found

book? What would you do? How did you handle it? **(Situational questions give you insight into how they will work)**

What motivates you? **(Gives you insight into their personality and how they will respond to incentives)**

Do you prefer working with people or working on projects? **(you need a people person in frontline positions)**

What skills have you acquired in your present job that make you the right candidate for this job? **(how eloquent are they)**

How would you describe customer service? **(does their vision match yours)**

Tell about a time when you made a disgruntled customer happy. How did you do it? **(Gives you great insight into how they will handle situations)**

Were you ever on a team where someone was not pulling their own weight? How did you handle it. **(How do they work with others)**

Qualities to look for:

- Positive
- Flexible
- Outgoing (but not overwhelming)
- Articulate
- Enthusiastic

Key Training Points

Stand out in the crowd – buttons, t-shirts, etc. – so people know you represent the institution

Besides your friendly smile, information is your most valuable tool – here's a list of things to make sure your onsite staff knows:

- Basic background/history of the institution
- Why it needs support (does it receive funding from your city/state? Be able to clarify why that is not enough)
- Cost of admission (tickets) for individuals, families, seniors
- Cost of membership
- Benefits – choose a few key ones to mention during your pitch

Approach, be pleasant and direct: Welcome to the Museum, are you a member?

Build rapport – ask questions:

- Is this your first time here, or have you been here before?
- Are you expecting others to join you today, or is this everyone in your party?

Invite everyone to join – some people are offended if they are not asked (they may assume you didn't think they were 'membership material')

Provide compelling reasons to join today: free gift today; free admission; gift shop discounts, etc.

Maintain good eye contact

Be ready for a rush – 9 am to 11 am are typically busiest times

Work the lines, use Members Express entry as a good reason to leave the line!

Use your materials – do the math for the visitor, show them why membership makes sense

Adopt persuasive language - your enthusiasm is contagious!

Be prepared for typical responses –

- I don't live here
- I don't come very often
- I don't have any money on me
- I pay taxes

Sales approaches –

- Benefit-driven (classes, exhibition previews, gift store discounts)
- Value-driven – save money
- Philanthropic – I am a supporter of the arts
- Premium-driven – I must have that adorable tote bag!

Practice – role-play, role-play, role-play!