

## Sell It! The Art of the Sale Using On-site Sales to Grow Membership

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### Overview

- ▶ Why use onsite sales?
- ▶ Ingredients for the sale
- ▶ How to pitch the sale
- ▶ Your sales team
- ▶ Staff incentives
- ▶ When to outsource
- ▶ Calculating conversion rate and other metrics
- ▶ Issues and challenges
- ▶ Success!

### Why Use On-Site Sales?

- ▶ Visitors are great prospects!
- ▶ It's personal: a face-to-face ask to potential members
- ▶ Cost effective: high return on investment compared to other acquisition sources
- ▶ May be your only opportunity to ask
- ▶ May be your only acquisition source
- ▶ Plants the seed

### The Ingredients of the Sale

- ▶ Placement & Position
- ▶ Sales Process
- ▶ Props & Premiums

### How to Pitch the Sale

- ▶ Use eye contact and a smile; greet and engage
- ▶ Know your benefits
- ▶ Ask questions and listen – you'll learn what approach to take!
- ▶ A plan for membership sales *after*
  - ▶ Admission/Exhibition
  - ▶ Patron has departed institution

### Staff & Training

- ▶ Finding the right people
- ▶ Regular training & up-to-date sales manual are important
- ▶ Training a variety of different audiences to work together

### Staff Incentives

- ▶ Variety of possible incentives that can be used
- ▶ Boosts motivation & morale

### When to Outsource

- ▶ Extra manpower during high-traffic events
- ▶ To start (or jumpstart) a sales program
- ▶ Things to consider when outsourcing (Cost, Process, Attitudes, End of day, Testing)

### How to measure conversion rates

- ▶ Several ways to calculate
- ▶ **Choose the best method for your institution, then stick to it!**
- ▶ **2% - 4% is a typical conversion rate goal**
- ▶ Conversion rates for our institution below

### External Issues & Challenges

- ▶ Perception that membership dollars aren't needed
- ▶ It takes too long to fill out forms
- ▶ Tough sell without exhibitions or with less popular exhibitions
- ▶ When the math doesn't favor a membership sale

### Internal Issues & Challenges

- ▶ Competition for available funds (admissions vs. membership)
- ▶ “Sales” – sometimes it’s a bad word
- ▶ Extra staff processing time
- ▶ Push back from management and other departments
- ▶ Perception that lines are bad

### Success: On-Site Sales Must Haves

- ▶ Training
- ▶ Offer/Premiums
- ▶ Processing that works well!
- ▶ Goals & measurements
- ▶ Buy-in

Institution	Admission/Ticket Price	Conversion Rate
ALPLF	Admission: \$15 adult	2-4% of Convertible Audience to members (Remove bus groups; children; current members, etc.)
LSP	Art Fair Ticket: \$10 adult	4.82% of Art Fair ticket buyers to members
SLAM	A) Admission: Free B) Exhibition Ticket: \$10-\$14 adult	A) Less than 1% of all free visitors to members B) 4% all exhibit ticket buyers to members

### Saint Louis Art Museum, Kate Gleason

- ▶ Free general admission; paid special exhibitions admission
- ▶ Annual Attendance – 500,000
- ▶ Number of Members – 15,317
- ▶ On-site Sales is 20-25% of the Membership revenue
- ▶ On-Site Team: Visitor Services Staff (not under membership)
- ▶ Basic Membership Benefits: Free or Discounted Special Exhibition tickets; Shopping & dining discounts at museum store & restaurant

### Laumeier Sculpture Park, Jennie Swanson

- ▶ Free Admission to Park year-round; Art Fair Ticket (Adult = \$10)
- ▶ Annual Attendance to Art Fair – 15,300
- ▶ Number of Members – 952
- ▶ On-site Sales is 50-55% of overall Membership revenue
- ▶ On-Site Sales Team: Consultant Team; Museum Services staff; Volunteers
- ▶ Basic Member Benefits: Free Art Fair Admission for 2; Discounts on Events at Art Fair – Wine Tasting, Sunday Brunch; Shopping discount at Museum Shop

### Abraham Lincoln Presidential Library Foundation, Phyllis Evans

- ▶ Paid Museum Admission (Adult = \$15); paid special exhibition admission
- ▶ Annual Visitation – 350,000
- ▶ Number of Members – 6,000
- ▶ On-site Sales is 60% of overall Membership revenue
- ▶ On-Site Sales Team: Contract employees
- ▶ Basic Member Benefits: Free Admission for 2 per visit; Free or Discounted special exhibitions and lectures; Shopping discounts at museum store