



WANT TO BOOK MORE PARTIES?  
TIRED OF MISSING POTENTIAL  
OPPORTUNITIES?

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## 3 SIMPLE WAYS TO IMPROVE REVENUE & BOOK MORE PARTIES AT YOUR FAMILY ENTERTAINMENT CENTER

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# INTRODUCTION

**“THE GREATEST THING IN  
THIS WORLD IS NOT SO  
MUCH WHERE WE STAND  
AS IN WHAT DIRECTION  
WE ARE MOVING.”**

**- Johann Wolfgang von Goethe**



As a busy owner or manager of a Family Entertainment Center, it goes without saying that you've got a lot on your plate!

With so many areas of the business to focus on, it can be challenging to make time for sales and marketing efforts. And that's okay. You're not alone! We speak to countless FEC owners and managers about this struggle on a day-to-day basis.

That's why we created this guide. We wanted to provide a simple resource with some ideas that will save you time and energy in the area of revenue growth. With these tips, you can implement them immediately--then get back to working on other parts of the business!

## **ARE YOU TIRED OF MISSING OPPORTUNITIES?**

My guess is: you're tired of missing opportunities.

You want to grow business at your facility. You want to host more parties to help improve revenue at your FEC. There are some barriers in the way:

- You're not booking enough parties
- Missed phone calls are a big culprit
- Games of phone tag are another culprit
- Miscommunications about what days, times, and party options are available create confusion with potential customers
- Each staff member seems to handle situations differently and you don't seem to have the right processes and templates in place to create a consistent environment for your potential customers

In this guide, we'll explore 3 simple ways to improve revenue so you can book more parties at your Family Entertainment Center. Let's get started!



# CHAPTER 1: CREATE A PROCESS

**“EIGHTY-FIVE PERCENT OF THE REASONS FOR FAILURE ARE DEFICIENCIES IN THE SYSTEMS AND PROCESS RATHER THAN THE EMPLOYEE. THE ROLE OF MANAGEMENT IS TO CHANGE THE PROCESS RATHER THAN BADGERING THE INDIVIDUALS TO DO BETTER.”**

**- W. Edwards Deming**



This may not sound exciting, but creating effective processes is the bread and butter of success for your business.

*Why?*

Well, processes allow us to create systems, and systems allow us to monitor results. This means that by systematizing aspects of our business, we're able to see where there is room for improvement, and where we're succeeding. We can then tweak our system, or process, to progress forward.

In his book, ***The E-Myth Revisited***, Michael Gerber addresses this very topic. He dives into what he refers to as The Franchise Prototype. And while I'm not suggesting that you franchise your business, I am suggesting that there are some lessons to be learned here.

If you've seen the movie, *The Founder*, you might already know what I'm talking about. In both *The Founder* and in ***The E-Myth Revisited***, we learn about Ray Kroc, the man behind the success of McDonald's.

Now, I will tread carefully here. Ray Kroc's character in the movie is pretty cunning and ruthless. And I am certainly not saying you should aim to be like Ray. What I'd like to point out here is the premise that was created by McDonald's--because it truly was revolutionary. That premise was one of systems and processes. Every patty was identical in size and weight, they were turned at exactly the same time on the griddle. Specific employee's performed only their specific roles (like burger duty or ketchup duty). It was a symphony of order.

What this type of environment created was consistency. It created an opportunity for stakeholders to evaluate every tiny piece of the business puzzle. Where to improve, where to cut costs, and where to keep things the same.



# IMPLEMENTING PROCESSES TO IMPROVE REVENUE AT YOUR FEC

If you're comfortable, I'd like you to take a moment. Close your eyes (well, after you've read why!), and envision your business running like a well-oiled machine. Everything is in perfect harmony. Your employees are doing exactly what you hope them to be doing, customers are laughing and enjoying their time in your facility. Now, how do you feel? And better yet: where are you in this fantasy?

Now, let's drop back into the real world and talk about how we can make your dreams a reality.

## 1 START BY GETTING BUY-IN

Buy-in is the single most important thing in a business. If investors or stakeholders don't buy-in, if employees don't buy-in, then you're working against the wind.

If you want to change your business, start by getting those involved to buy-in to your vision. Tell them what your ideal organization looks like. Tell them what it feels like, and how it will impact customers. If you've been at it for a while: dig deep. Find that passion you felt when you first started your business. And if you're having a hard time finding it, watch an episode of Shark Tank and borrow some positive vibes from those hungry entrepreneurs!

And if you're still struggling, check out Simon Sinek's TEDTalk, [\*Start with Why\*](#). It is sure to help you dig deep!



## 2 LIST YOUR PROCESSES

The next step is to make a list of every single aspect of the business that needs a processes behind it. To make it easy, you might begin by listing processes that you've already developed. Perhaps you already have an amazing hiring process, or you have a great onboarding process for new employees. Jot it down.

### **Here are some processes you might consider developing:**

- Start-of-day opening process
- End-of-day closing process
- Hiring process, including all steps of the interviewing process
- Onboarding process, including what training material you will provide
- Sanitary processes for your facility
- Greeting processes, including scripts for hello, goodbye, and handling problems
- A party booking process, including revenue goals, how many parties that will require, how much you'll charge for each party, etc.

And since this guide is all about ways to improve revenue, I'd like to focus on that last process: party booking.

When building this process, it's important to determine the stakeholders involved. Who is responsible for what? Who is serving guests? Who is greeting them when they walk through the door? Who responds, when do they respond, and how do they respond?

Provide guidance and templates for your staff to make this process as seamless as possible. Having phone and email scripts on hand will also create consistency for your customers, and make it easier for staff to respond in a timely manner.





# 3 TRAIN YOUR STAFF

To ensure that the process you create stick, it's important to train your staff using the guidelines developed. I recommend having recurring training on a monthly basis, so staff is always in a learning and growth mentality.

Your processes for party booking should be written and very detailed. It should include phone, email, and any other scripts you might need. Have your staff practice pitches and potential conversations to work out any kinks. It's also important to outline goals so your staff understands what you're trying to achieve and you're all on the same page.



In her article, ***6 Simple Ways to Increase Event Revenue Through Upselling***, Eileen Hawkins, our resident FEC guru, shared some awesome tips on this topic. One of my favorites was when she mentioned training staff and getting them involved in the excitement of selling parties.

She said, “To make sure your team is excited about upselling, having a few friendly sales contests for your staff is another great way to incentivize them. Be sure to offer great prizes like gift cards from other local business, or whatever motivates your team. Hm, maybe the manager cleaning the party room!”



# CHAPTER 2: UTILIZE TECHNOLOGY

**"IT'S NOT THAT WE USE  
TECHNOLOGY, WE LIVE  
TECHNOLOGY."**

**- Godfrey Reggio**



As you're working to improve revenue at your FEC, it's important not to gloss over all the incredible possibilities that technology has to offer.

Let's talk about five different ways that technology can help you up your game.

## **1 ONLINE BOOKING = INCREASED REVENUE**

This is certainly not a new concept--we all love booking services online! Heck, if you could book your next hair appointment instantly right from your phone, it sure beats calling, waiting for someone to answer, going back and forth about potential days/times and stylists, etc. (For the record, online booking for hair appointments does exist!).

What I'm saying is this: make it easy for your customers to book parties with you by having an online portal where they can literally pick their date, time, package, and hit that book button. This will eliminate ALL of the problems mentioned in the intro of this guide. No more missed calls. No more phone tag. Miscommunications eliminated. And the list goes on.

Of course, I had to suggest this because this is what we do here at Party Center Software! It's why we created our beautiful software to begin with. Our founder, Scott Drummond, ran an FEC of his very own and had all the problems we mentioned. So, he created PCS! And now we have the joy of helping amazing people like you to book parties while you sleep.

If you'd like to learn more about Party Center Software, check out the next page for more information.



# Request a Personalized Demo of Party Center Software

See how our software can transform your party business.

[REQUEST DEMO](#)



## Say goodbye to manual tasks.

### Online Booking

Automate Your Party Booking

### Digital Waivers

Save Time and Protect Your Business

### Point-of-Sale

Enjoy a Simple, Easy-to-Use POS

### Online Storefront

Create New Revenue Streams

### Reports & Lists

Gain insight and create segmented customer lists

### Resource Management

Track staff schedules and manage vendor orders with ease



Your online booking page doesn't stop with just booking parties!

Having an online booking portal will also allow you to upsell customers purchasing party packages.

Say your customer is purchasing a party package for a kids party, but most of the adults will also be sticking around. They'll be able to see right then-and-there some options to purchase additional food items for the adults--say wings, pizza, or an appetizer platter.

## **2 USE AN ONLINE STORE TO UPSELL**

A second way to improve revenue using technology is to include an online store on your website. Having an online storefront will allow your customers to make purchases right from your website--including your awesome products like t-shirts, logoed cups, gift cards, or any promotions! You can also include tickets for special events on your online store, or open play admission, making it easy for customers to purchase ahead of time.

Again, by allowing things like online booking and online store, you're allowing customers to purchase while you sleep, while you're on vacation, on the weekend, and so on.

It's all about making buying easy for customers. By providing options ahead of time, they won't have to worry about a thing and can come into your facility the day-of their event feeling excited rather than anxious about what to expect.

Don't have an online store on your website? We can help with that too.

**[Click here to learn more about online store.](#)**



## 3 UTILIZE TOOLS FOR BETTER WEB REACH

Now that we've explored the benefits of having online booking and an online storefront on your website, let's talk about how to optimize that experience.

Getting customers to your website is the next step. After all, if they don't visit your site, how can they make a purchase or book a party?

### GOOGLE ANALYTICS

We highly recommend starting by setting Google Analytics as your first step. Having your website optimized properly with tags associated will help you appear in Google searches. To learn more about using Google Analytics, [click here](#) to read our article *3 Reasons Why Google Analytics Will Help You Book More*.

### SOCIAL MEDIA AND FACEBOOK

Once you've got your website ready to go, it's time to start promoting! Use portals like Facebook and Instagram to meet your customers where they are. It's also worth noting that tons of folks are looking for you on sites like Yelp, so make sure your listing is up-to-date!

If you have a few bucks to spend, consider running some Facebook ads to promote your parties.

You might also consider adding a "book now" button on your Facebook page! To learn how to get that set up, [click here](#).



## CAPTURE VISITORS QUICKER WITH FETCHREV

If you find that customers are clicking away from your site quickly, you might consider hiring a firm like FetchRev to help you convert visitors quicker.

FetchRev is a team of marketing specialists within the FEC industry and they help you lead capture in very clever ways!

To learn more about FetchRev and how they work, [click here](#).

## USE VIDEO TO CREATE HYPE

I could go on forever with ways to use technology to improve revenue-- but you don't have forever!

So here's one last tip: use video! [Click here](#) to read our article with ideas to create easy videos for your facility.

Video is all the rage right now. If you open Facebook or Instagram for 14 seconds, you know! Take advantage of the power of video to create hype by capturing some footage at your facility. Of course, be sure to ask for consent and ask your customers to sign a waiver to avoid any potential issues down the road.

Then, post away! Share on Instagram, Instagram Stories, Facebook, Facebook Stories, YouTube, Vimeo, Twitter, or wherever your customers and potential customers are. Share footage of people laughing and having the best time. Ask happy customers to share a short clip of their experience, or what they loved most about the day.

The key is: capture it and post it!



# CHAPTER 3: CREATE AN AMAZING EXPERIENCE

**"JUST HAVING SATISFIED  
CUSTOMERS ISN'T GOOD ENOUGH  
ANYMORE. IF YOU REALLY WANT A  
BOOMING BUSINESS, YOU HAVE  
TO CREATE RAVING FANS."**

**- Ken Blanchard**





We've talked about quite a bit today! We've explored developing processes and how it will help you improve revenue. We've navigated through some ideas around technology to help you gain a competitive edge.

And lastly, I'd like to talk about the importance of creating amazing experiences for your guests. After all, if your customers don't have the best time, they likely won't return. And if they don't return, you'll constantly be in a cycle trying to find new customers.

As I mentioned in a recent article, [\*\*\*3 Ways to Increase Customer Loyalty at Your FEC\*\*\*](#), "it costs FIVE times as much to attract a NEW customer than it does to keep an existing one" So, save yourself some cash and focus on keeping your customers happy.

Here are a few ways to accomplish this feat.

## **1** **START WITH KINDNESS**

This is most certainly the simplest point, but it's the most important. Kindness matters. Empathy matters. Treating those around us with respect and dignity: it matters.

Think about the last time you walked into a place of business and you were greeted with a warm smile and kind words. Or, the last time you called a customer service line and were treated like a queen (or king). How did that genuine kindness make you feel?

My guess is, it probably made you feel like you mattered. But don't take my word for it.



Psychologists and scientists have been studying acts of kindness for years. David Hamilton, author of ***The Five Side Effects of Kindness***, shares that scientific evidence has proven that kindness changes the brain, impacts the heart and immune system, is an antidote to depression and even slows the aging process. We're actually genetically wired to be kind!

## **So, what might kindness look like at your Family Entertainment Center?**

- Create a plan for how you'd like your staff to treat customers. Document it, and share it with new staff members when they're on boarded.
- Explain why it matters, and how your staff members can impact positive change in the world through their role in the organization.
- Encourage buy-in from your staff by leading by example. Decide how you'll greet customers when they walk through the door and be consistent with your message.
- Check in and have your staff check in on customers throughout their visit to your facility. Use warm phrases like, "Are you having a great time?!" Or, "Is there anything I can do for you?"
- Be consistent - kindness one moment and frustration the next is not a good look.
- Ask for feedback. At the end of your customers visit, check in with your customer. "Thank you so much for coming in today! We are dedicated to customer service and your happiness is our number one priority. Did we accomplish that today?"

Looking for more ideas to improve your parties? Check out **TrainerTainment's Mystery Shopper Program**! It's designed to help you create the best parties ever, resulting in more sales and happier customers.



## 2 TACKLE PROBLEMS HEAD ON

One of the worst things you can do in a business is ignore your customers—especially when something has gone wrong or they’ve had a bad experience.

If you’re looking to gain loyal customers, it’s important to handle problems head on. Face them immediately, rather than waiting.

Say the wrong food item is delivered to a party, or a staff member drops the ball. Take ownership and responsibility. Acknowledge what went wrong, state how you’ll make it right, and check back in.

It’s also important to teach your staff how to effectively handle problems so that anyone can step in and take ownership to problem-solve in the moment.

### **Phrases to use when problems arise:**

- “I completely understand how you feel. Here’s what I will do to make it right...”
- “Thank you for your patience and understanding. I will take action on this right away.”
- “I am so sorry that this happened. We are dedicated to customer happiness, and it is my mission to make sure that you’re happy. What can I do to make it right?”
- “I am so sorry that we delivered the wrong food. I’d like to make this right. I will provide the correct items and to make up for our error, and would like to offer you a choice of an appetizer on us.”



# 3 ASK FOR FEEDBACK OFTEN

Customer feedback is the bread and butter of your business! Happy customers will keep you in business. Unsatisfied or angry customers can run you into the ground.

Get ahead of it by asking for feedback often. There are lots of ways to ask for feedback, but remember: the more time goes by, the more people forget.

Asking your customers at the time of their experience will help you to access more accurate results. And soliciting additional feedback after their encounter will help solidify how much you care about their happiness.



If you check in often while your customers at your facility, you've planted seeds.

Now, when their time with you comes to an end, it's very important to have a process for soliciting feedback on their experience. This might occur in some sort of "check out" process. Or, if there is no check out process, be sure that a staff member is there to close out with those customers.



If it's a group or a party, you might have a manager stop in and say to the group: "Your happiness is our number one priority. Did everyone have a great time?!"

Verbal affirmation, especially aloud, is a great first step.

The manager might then say, "Thank you!! As a gift from us to you, we'd like to welcome you back any time with this coupon for our very best customers." At this point you would provide a little card that provides some sort of discount or coupon for returning customers.

And if you want to take it a step further, consider including where they can provide positive feedback about their experience with you. This might be a link to your **Facebook**, Yelp, or Google+ listing asking for a positive review, or a link to a survey that you can then use as quotes on your website.



# CONCLUSION

**“THE KEY IS WHEN A CUSTOMER WALKS AWAY, THINKING ‘WOW, I LOVE DOING BUSINESS WITH THEM, AND I WANT TO TELL OTHERS ABOUT THE EXPERIENCE.’”**

- Shep Hyken



As you work to improve revenue in your Family Entertainment Center, I hope you consider implementing some of these ideas. And even if you only have time for a few, it's worth a try!

Of course, should you have any questions, or need any help, we're always here to help.

If you'd like to take a leap today, we invite you to join our **Customer Success Program**. This program will help you:

- Set up website analytics to track conversion rates
- Convert more website visitors into party bookings
- Increase targeted website traffic from multiple channels

To learn more about the program, simply [click here](#).

Happy growth, friends!





Want to see what Party Center Software can do for you? Discover how our platform can help you book more parties and streamline your business.

By requesting a demo, you'll get:

- A personalized tour of the software and how it can meet your specific needs.
- Pricing options based on your needs.
- A Q&A with one of our Customer Success Consultants.

[REQUEST DEMO](#)