

Special Report



How to find new group sales customers

by Ron Contorno

Booking groups is essential to your sales success. Not only do you get immediate revenue but you expose new people to your product (grassroots marketing). Show them a great time and they will come back—perhaps return with a group of their own (company, church, little league, charity, school, etc.). If children are part of the group and have a positive experience, it all comes full circle when they return with their children down the road.

Maintaining relationships with past group customers is very important, but these groups erode. The group leaders change roles, leave the company, don't have the same budget, or simply want to try something different. You have to get new blood into your sales pipeline. So how do you proactively find new group sales customers?

Past Success = Future Success

Put yourself in the best position for future success by taking a look at your past group buyers. What types of groups have purchased from you in the past? Tally and rank them. As well

as you have done with your top categories, you have only scratched the surface. There are a lot more similar organizations and companies out there.

For example, let's say churches and schools are your best group segments. Churches were responsible for 75 outings last season and schools equaled 50. Take a look at the penetration report:

Category	Customers	Prospects (50 Miles)	Penetration
Churches	75	1,000	7.5%
Schools	50	500	10%

As you can see, there is plenty of room for growth even within your top segments.

Top Group Sales Categories

Look outside the types of groups that have come out in the past. There are companies and organizations that would be great prospects but have never been invited.



Full House has done extensive research over the past 13 years with our sports and entertainment clients, analyzing the types of businesses/organizations that are buying group tickets. Let's take a look at the top group sales categories you can target with direct marketing campaigns (direct mail, telemarketing, e-mail).

1A and 1B: Schools and Churches

Schools and churches represent a quarter of all group sales buyers. You can target schools by:

- Grade Level: Elementary, middle and/or high school
- Public vs. Private/Parochial
- Churches are great prospects for group outings. Religious organizations can be targeted as follows:
- Membership Size: Focus on churches with the largest congregations (100+, 200+, 500+ members)
- Denomination: Target or omit specific denominations

2: Corporate Verticals

- Attorneys
- Business and Management Consultants
- Insurance
- Computers/High-Tech
- Banking
- Medical: Doctors, Dentists, Hospitals, Medical Equipment

3: Colleges & Universities

4: Social Services & Non-Profits

- Target organizations to resell tickets for fund-raising

Other Group Targets

The following are great targets but are consumer related, new and emerging categories, or there are just not enough of them to rank highly.

1: Children's Birthday Parties

Target households that have a child with an upcoming birthday. You can further qualify by:

- Birth Month(s)

- Household Income
- Ages: 5-15 (turning 6-16), 7-12 (turning 8-13), etc.
- Gender of Child: Boys and/or girls

2: Youth-Related Targets

- Youth Organizations & Centers
- Child Care Service (Day Care)
- Parks and Recreation
- Camps
- Sports Clubs
- Dance/Gymnastic/Martial Arts Instruction

3: Corporate Outing Prospects

- Big Business: Target companies in your market by employee size (20+, 50+, 100+ employees)
- Company Anniversaries: Businesses celebrating a significant anniversary: 10 years, 25, 50, 100, etc.


4: Membership Organizations

- Business Associations
- Professional Membership Organizations
- Labor Unions
- Civic, Social, and Fraternal Organizations
- Political Organizations

5: Other Categories

- Tours—Operators and Promoters
- Health Clubs
- Nursing, Personal Care, Residential Care (Retirement Homes)
- Police/Fire Departments
- Military Organizations

Go Find Them!

The days of groups finding you are over. You are competing for an ever-shrinking entertainment dollar and the competition is fierce. Companies and organizations have a lot of options. Be proactive and direct market to grow your business, and don't be afraid to shake new trees. 

Ron Contorno is the president of Full House Marketing, providing sales leads for direct mail and telemarketing. To sign up for free group sales ideas, visit www.fillthehouse.com/groupideas.

Prime Play

Creating Active Family Attractions



T. +1.604.232.4505
info@primeplay.com

GLOBAL OFFICES
NORTH AMERICA EUROPE MIDDLE EAST ASIA

www.primeplay.com