The Comeback Collection
4 Sessions to Reignite Revenue and Relationships
We Teach & Learn.

Data Center Services

Facilitating & Teaching

Community Networks

Consulting
• **Change:** Where do you need new approaches?

• **Collaboration:** How are you working with colleagues in marketing, development, front of house, box office?

• **2021 Action:** Make your commitments now to the changes you want to see.
Rating Cross-Departmental Collaboration?
Aligned on campaign goals?

- 10
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1

0% 5% 10% 15% 20% 25% 30%
How CONFIDENT are you about your next campaign?
IN PERSON is back!

98% of U.S. organizations are planning to serve live audiences in 2021.
Re-ignite Robust SALES.
Segment

Empathize

Simplify

Experiment
1: New Segmentation
Align your segmentation with patron activity

No…. not exactly like you’ve always done.

• Influx of patrons whose first engagement was DONATION

• Subscribers with money on account
  – First Year v. Multi-Year Subscribers

• Members who never realized any benefits

• Single ticket buyers who donated ticket investment

• New Sustaining / Major Donors

• What else?
Collaboration required:

…to ensure ORGANIZATIONAL alignment with your communications.
Identify 1 – 3 NEW Segments.

Focus on ones with VOLUME and revenue at stake.
2: Empathy
Step into their shoes.

What do *they* need or want from their relationship with *you*?

- Write a list of realities and values for each segment.
  - If you have existing survey data here, use it!

- Identify the problem you’re solving or opportunity you’re creating for each segment.

- **EACH. SEGMENT.**
  - The answers might not be the same for everyone in your database.

- What the offer or message *they* need next?
Collaboration required:

…to broaden perspectives, challenge assumptions, and think differently.
Write down what ONE of those segments needs.

How will you gut check that assumption?
3: Simplicity (for your BUYERS!)
Keep it simple.
The Effortless Experience offers data to show why

• 1% of customers with low effort experiences say they’ll spread negative information → 81% of high effort experiences will

• 94% of low effort experiences result in a repurchase → only 4% of high effort

• 3% of customers who reported low-effort were detractors → 82% who reported high effort were
Simplicity can (should!) be considered in the…

• **Number of choices** you present to your subscribers of canceled seasons

• **Turn-around time** from decision to action / follow-up

• **Number of clicks** it takes to complete a purchase online

• Ability to **speak to a human** when they call

• Clear, friendly **expectations for their in-person experience**
Collaboration required:

…to ensure systems and processes are designed for the CUSTOMER, not the back-end.
Where can you reduce effort and bolster simplicity?

- Dozens of choices for patrons?
- Hard to talk to a human when they call?
- 32 clicks before you can buy a ticket?
4: Experimentation
Test & Learn

That’s a noun. A THING to embrace.

• **Options.** What’s resonating with your segments?

• **Timing.** Sales may not follow historic norms, give yourself time to launch / re-launch.

• **Collateral.** Be agile! (No 100,000-copy runs this year!)

• **LISTEN!** What’s working?
  - Quickly measure effectiveness.
  - Adjust for the next wave.
Collaboration required:

…to learn, adapt and try again.
What will you test?

FOUR things sales campaigns must do:

1. Consider NEW segmentation.
2. Be rooted in empathy.
3. Offer SIMPLE pathways for engagement.
4. Include space for Test & Learn.
Let’s talk: Making it work...

First: Reflect & Prepare

- Based on our conversation today, where do you see hurdles on the horizon?

Then: Breakout Rooms

- Help each other solve for these impediments!
- Person with the nearest birthday starts.
Office Hours!