

5 KEYS

TO BUILDING SUCCESSFUL PARTY PACKAGES

Birthday parties are the lifeblood of the family entertainment industry. We worked with our friends at TrainerTainment to create this list of keys to build successful party packages. Incorporate these techniques into your packages to take your parties to the next level!

1 - Keep It Simple

If your package development has more than three choices in all likelihood you have basic offerings that include add on choices. We would encourage you to have a “good”, “better”, “BEST” option. It’s easy to sell and simple for the guest to understand and buy. Our rule of thumb is that if your packages are too complicated to sell to someone who doesn’t speak your language then you are probably confusing a guest more than necessary.

2 - Look For Creative Ways to Build Value

You may want to create parties with and without food. It’s easy to add value with private party space. We always believe that each party should include a dedicated party pro who can entertain and serve all guests at the party.

3 - Make It Irresistible

In sales we call this the USP (unique sales position). What do you have to offer at your center that NO ONE else offers? As an example, Chuck E Cheese’s has the mouse. You can’t have Chuck E at your party unless you go to Chuck E Cheese’s. Find something that is UNIQUELY yours and position it so that it is irresistible!

4 - It's NOT About The PRICE

Be fair, but don’t feel like you have to give it away. A parent will willingly spend money on a child’s birthday party. Also, mention price last. If you are selling the product in person the price conversation should be last. We would also encourage you to place price last on all marketing materials and on your website. It’s not about the price it is ALL about the experience.

5 - Teach Your Team How to Sell This Great Product

Watch this [YouTube video](#) and learn the best way to “sell” the product. Whether a guest has found you on the website, walked into your center to book in person, or calls you on the phone, you’ll want to be sure that your team is trained and ready to handle this sales opportunity.

These 5 keys to building successful party packages are provided by TrainerTainment for Party Center Software. www.trainertainment.net 817.886.4840.