

Invisible Value

- Phone sales with a live, pleasant person 35-40 hours per week year 'round- Patrons are much more likely to attend a performance if they have an advance ticket.
- Internet sales 24/7
- Directions and personal input from helpful staff 35-40 hr
- Computerized reporting with immediate accuracy
- Ownership--Customer Care is a *huge* issue in the entertainment industry right now. Especially since there are so many entertainment options for the discretionary entertainment dollar.
- Web sale links that can be put on your web site for easy customer access
- Source code information captured for marketing
- Address, phone # patron info
- Problem solving. The patron gets to express concerns to a salesperson or CTO supervisor and get assurances that someone is seeking a solution. We are very good with follow up.
- Clean and Consistent Financial reporting
- Very low rate for Credit Card use – only 2.2%
- Comprehensive history of patron purchases and contributions
- Sales for all single purchases for a run, regardless of performance date deposited weekly for optimum cash flow. The money goes to the bank even if the show is weeks away.
- Presence on the CTO web site and a listing for 'send me a brochure' requests
- CTO is a highly accessible yet professional face/voice for your patrons.
- When in doubt, we defer to a customer service path, but we never assume that your money or tickets are ours. We understand you are the producer and we are here to serve you and your customers.
- Fees for CTO services can be tailored to the needs of the producer. Fees can be included in ticket prices, calculated on the cost of the ticket, added as a separate fee to the customer or a combination of any of these options