

***New Player Orientation Process* (con't)**

1. Deliver players from their parked cars to the front bingo door using a small bus or golf cart. Make sure the driver is energetic and friendly and is knowledgeable about the bingo program and the daily specials. Ask the cart driver to radio a 'heads up' to the front door greeter when a new player is coming through the front doors.
2. Eliminating the new player confusion will start at the front door. The 'greeter' can direct the player to the membership counter or window buy-in. For the best results, the greeter may introduce the new player to the bingo manager on duty or most senior staff member available.
3. The bingo manager or senior staff member can stay with the new player through the buy-in process and help them find the best seat available.
4. Find the new player a seat next to a helpful, friendly player.
5. Give the new player a bingo guide and a program for the current session. Point out the cafe, restrooms and other amenities.
6. Place a flag or pennant near the new player to alert your staff. New players need additional information. Staff ought to be trained on how to educate a new player. Train your staff how to provide the correct amount of information at the correct time. Do not over educate the player. Too much information seems like work...not fun. For instance, teach the player to daub the number in the monitor before it is called. This step seems simple for those of us who have played and worked bingo for years but it is not completely obvious to a new player.
7. After the player feels comfortable, give them some time to play. Come back to check on them during the game change. Make sure that the player knows, all they have to do is raise their hand and one of the team members will be there to help.
8. Lastly, give your new player a 'Come on Back' coupon. You have done your marketing, new employee process development and employee training, Make sure you get them to come back. Give them a good 'Come on Back' offer. Chances are, if you get them to come in twice, they will keep coming back!!!

Give them a reason to return.

Jenyne DeNoble
BJ's Bingo
Fife, Washington
www.bjsbingo.com