



GALLERY STAFFING

GENERAL

AGAMI members who exhibit in the gallery are required to staff the gallery at least 12 half-day times per year. Note: having 2 rentals would require 24 staff sittings per year. Members who have cards only in the card racks are required to staff the gallery 6 times per year. **The AGAMI year begins in November so exhibitors must complete their staffing requirements by the end of October.**

EACH HALF-DAY MONDAY THROUGH SATURDAY IS ONE TIME. (10:00am - 1:30pm AND 1:30pm-5:00pm). The afternoon person must arrive by 1:30pm to take over from the morning person. The gallery will also be open on Sundays during February and March with the usual business hours.

A member can hire someone else to do the staffing. That charge is \$50.00 per staffing duty. A list of members who will staff for a charge is in the membership directory. **YOU** are responsible for finding a replacement for your staffing obligation if you must cancel/change for any reason.

SCHEDULING

AGAMI uses an electronic calendar for the gallery staffing situation. It is on the AGAMI web site amiartistsguildgallery.com

- 1 - On the home page, select the "Artist Ambassador on Duty Calendar" button.
- 2 - Review the calendar for OPEN days and decide which shifts you would like to staff.
- 3 - Contact **Mary Hamilton** by phone or email to request the dates at: mhtheemail@gmail.com or 727-319-4887 or 727-458-8120 (cell).
- 4 - Mary will confirm your request (or ask you to choose other dates if the dates you choose are not available) with an email to you and to JoAnne Curtan who will post your staffing date on the calendar.

DO NOT TRY to add to the calendar yourself.

Members are advised to double-check the online calendar before heading in to staff the gallery in order to verify the staffing date.

AGAMI members who have obtained a gallery key and who have been trained to staff the gallery and who do not exhibit in the gallery are welcome to staff the gallery also. Everyone is welcome to staff for more than 12X per year.

Staffers should obtain a key from **Carolyn Wendrick**, 941-725-1090, email: cswendrick@verizon.net.

A deposit of \$20 is required. The key cannot be duplicated.

FOLLOWING ARE STEPS TO TAKE WHEN YOU COME TO STAFF THE GALLERY:

Enter the gallery through the front door; the back door is always kept locked. You can open it to dispose of garbage, but keep it locked at all other times. The same key opens both doors.

AM STAFFERS:

- . Put out the rolling GALLERY sign between AGAMI and Insurance Co. (west side)
- . Put out the art display bin between AGAMI and the business on the east side of the front window.
- . Turn the closed sign to open at 10:00am
- . Secure personal items safely and out of the way
- . Turn on the lights: switches for the gallery: (1) the right-hand wall inside the "jewelry" wall of the front section of the gallery; (2) wall switch to the left of the arch leading to the rear section of the gallery (two rocker switches); (3) switch on left side of archway facing the rear (4) switch for light in left rear section of gallery (5) Turn on the lights on the free-standing jewelry cases.

Turn OFF the outside light shining on the front window. The switch is on the wall next to the front door. You should turn ON these outside lights when you leave the gallery after your afternoon session.

- . Check the thermostat. It should be set at 80 degrees at night. You can set it at about 75 degrees for the day.
- . Check the front desk to see that you have a sales book beginning with the appropriate number following the last number on the sales inventory clipboard.
- . Check the gallery staff daily notes book to see if the previous staffer has left any pertinent information for you.
- . Turn on the music if you wish. (detailed instructions in purple binder)
- . Make sure there are AGAMI information cards and membership applications in the plastic brochure holder on the desk.
- . Make sure there are class and workshop brochures in the other brochure holder on the desk.

AS YOU ARE WORKING

. If you think you are running low on supplies such as sales books, paper for the credit card machine, toweling, toilet paper, etc. Check in back storage area for these items. If we are out an item, please write in our Needed Supplies notebook. The person who is responsible to get supplies will refer to the notebook.

. Place the incoming mail delivered in the "incoming mail" basket on the shelf in the rear of the gallery.

Note: Staffers must sign the larger desk calendar over the date they are staffing before they finish their tour of duty and leave the gallery.

****NEW: Please call the person who will be staffing your shift (morning or afternoon) the next day to remind them of their commitment.**

GREETING THE CUSTOMERS:

. You can greet the customer in a variety of ways, whatever is comfortable for you and the customers. If possible stand when a person comes into the gallery and to acknowledge everyone. It's good to introduce yourself. For example, you could say good morning or good afternoon, my name is _____ and I'm glad to meet / see you. A good introduction is to ask them if this is their first visit to the gallery or to the island. Try to get a sense of whether the customer wants to talk or just to browse. It is surprising how many people who come in are returnees. It's ok to ask their name(s).

. Encourage the customers to browse the entire Gallery. Note that we also have bios of the artists on display and business cards of the exhibitors.

. Move around in the gallery, especially when there are customers in the room. You don't have to follow the customers; you can straighten pictures on the walls/in the bins, etc.

Sales Technique: To help increase sales;

. Start by qualifying the customer. First ask open-ended questions. Questions like, "what are you interested in?" or "what catches your eye?" What special item are they looking for? Note: This should be relaxed and comfortable for you and the customers as well.

. Listen closely to what the customer wants. Then help the buyer find a subject matter, size or a particular color they are looking for.

. Asking for the sale: It is ok to ask for a sale by saying something like, "would you like me to ring that up for you?" Before you say anything else, give pause and wait for the person to answer the question. Which could take a few moments as the buyer is thinking.

. Dealing with a concern; If the buyer is concerned about something, this is when they may voice their concern. Then you may be able to help them process though their concern and help them make a decision. There is no pressure here and you give them the freedom to decide. The person may be deciding which piece they like better – a good opportunity to suggest maybe get both pieces. This is where you don't have to say too much or you may talk the person out of the sale.

. The buyer may want to see the piece in their home.

Note: AGAMI policy for returns is 24 hours to return an item.

Be vigilant. Occasionally we have had some thefts.

. You can phone the artist if the customer has a question you cannot answer. (See the directory in the top drawer of the desk). **Do not give out personal information (address and phone, etc.) without checking first with the artist.** You may give out the artist's business card.

. If AGAMI is having an art show or a special event be sure to mention it and give details such as hours, duration and directions.

SALES PROCEDURES

PLEASE NOTE: STAFFERS ARE RESPONSIBLE FOR CHARGING THE CORRECT AMOUNT FOR SALES. STAFFERS ARE RESPONSIBLE FOR MAKING UP THE DIFFERENCE IF THERE IS A MISTAKE, SO TAKE YOUR TIME AND CHECK YOUR SALES RECEIPTS.

PLEASE TRY TO WRITE NEATLY.

1. Fill out the sales invoice; ask the customer to fill in **e-mail address or phone number.**
2. Enter the date, quantity, price, artist's name and a good description of object. Some artists write numbers on the articles (such as jewelry). If so, please note this number on the sales slip. BE SURE TO VERIFY THE ART IS FROM AGAMI ARTIST (AND NOT THE STORE NEXT DOOR). YOU MAY CHECK THE DIRECTORY FOR THE ARTIST NAME.
3. Figure out the sales tax using the calculator, which has instructions on it and add the sales tax to the price of the item. Check your figures. Note: **Sales tax is 7 percent.** (calculate tax by multiplying .07 times the purchase price.)
4. Check method of payment: cash, check, credit card
5. Sign your full name in the "sold by" space.
See sample sales form at the desk.

COLLECT PAYMENT:

****Put cash** to the cash drawer with yellow copy of the sale under the money tray.

****Checks** to the cash drawer with the yellow copy of the sale under the money tray. Make note of some identification if the check is from out of town and get a phone number.

****Credit card** (must be for \$10 or more). AGAMI Takes American Express, Visa and Master Card and Discover.

****Most credit cards now have "the chip," which will provide more security for users.**

Tap on the credit card machine.

Enter amount of sale. (do not enter a decimal point)

Insert credit card with chip, or swipe if there is not a chip.

Tap on the credit button (top of screen)

Place the machine on the counter so the customer can sign in space.

Ask them if they would like a receipt.

Hit the receipt button.

Hit print.

If anyone has a problem with the credit card machine at any time they can call Lynne Jensen, the Treasurer at 828-508-6550 and she may be able to get the problem fixed through a telephone call to the credit card department.

(You must use your own cell phone to call Lynne). Also explain that the telephone cannot be used when putting a credit card through as the telephone and credit card machine run thorough the same line.

See the purple binder for credit card machine procedure for more detailed instructions.

FINISH THE SALE

** Wrap item, if necessary, with bubble wrap; box it (jewelry) or bag it whatever is appropriate. Give the customer the WHITE receipt.

** Enter the sales invoice number, sale amount (do not enter tax on this list) and artist on the inventory clip board.

** Call the artist if the sale leaves a space on the wall display area and hang a "sold" card in the empty space.

Staffers do not wrap purchased items for mailing. However, staffers may suggest establishments that do wrap items for mailing such as UPS, which is located near the Publix on 75th Street West in Bradenton or Island Mail and More, located in the shopping center on East Bay Drive, near Walgreens.

WORKSHOP/CLASS AND MEMBERSHIP SALES:

Membership forms are in the desk drawer.

We will have new procedures coming soon on classes and workshops.

- . No sales tax on the classes/workshops sales or on membership fees.
- . Receipts should be attached to the application for the class/workshop along with money collected from the transaction, including the membership fee, if the customer has signed up for a membership at the same time as for a workshop/class

PM STAFFERS

- . Check the gallery staff daily notes book
 - . Check the sales slip number and the daily inventory clipboard numbers.
 - Make sure you sign the calendar to verify you have been staffing.
- See Greeting Customers and Sales Procedures above for details.

CLOSING THE GALLERY

- . Neaten up the business desk
- . Turn off the music
- . Empty the wastebaskets
- . Check the back door lock
- . Raise the air conditioning to 80 degrees
- . Bring in the rolling carts
- . Shut off the lights
- . Turn on the outside lights (switch on wall near door)
- . Turn the front door sign to "closed"
- . Lock the door

Revised: 30-Jun-2020
By Carolyn Wendrick
GALLERY STAFFING R3