



SELLING YOUR MUSEUM'S STORY

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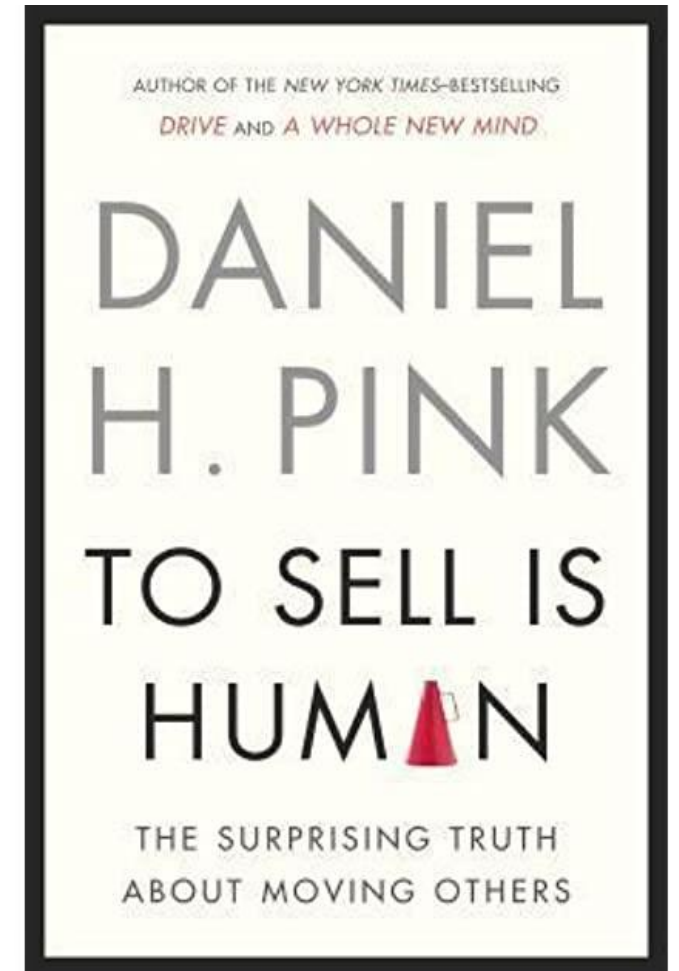
AGENDA

- **Introduction**
- Showing Value/**Ideas**
- Profiling/**Relationships**
- Conclusion



INTRODUCTION

- Who am I?
- EVERYONE IS IN SALES!





SHOWING VALUE

- Positioning
- Know your Audience
- **IDEAS**

SHOWING VALUE: POSITIONING

- **Feature:** Attribute of museum from your point of view. Usually begins with WE or OUR.
- **Benefit:** Attribute of museum from the stakeholder's point of view. Usually begins with YOU or YOUR.

ACTIVITY TIME!

SHOWING VALUE: POSITIONING

FEATURE

The largest typewriter collection in Canada.

Located in a park with a restaurant nearby.

Host a program that invites youth and elderly to learn from each other.

BENEFIT

Opportunities to learn from others in the town.

A place to go for a family outing!

See the largest typewriter collection in Canada!

SHOWING VALUE: POSITIONING

- Re-phrase your Features and Benefits!
- Lead with the **benefit** and support with the **feature**
- **Examples:**

You can bring the entire family to have lunch before learning the history of your community!

You'll have the opportunity to learn from local historians about your community's history.



SHOWING VALUE

KNOW YOUR AUDIENCE

- Research!
 - 5 W's
 - Decision Maker
 - How do you reach out?
 - Persistence! Persistence!
-

SHOWING VALUE

IDEAS

- How do you get the meeting or phone call?
 - IDEAS
 - Think of a way that working together would benefit them. It's an idea.



SHOWING VALUE

IDEAS

- **Phone Script:**

“Hello, is this Miss Smith? I’m Merissa from the Museums Association of Saskatchewan and I was wondering if you would be interested in hearing about an idea I have that could benefit us both?”

SHOWING VALUE

IDEAS

- **Email Template:**

Hello Miss Smith!

I had to email you when I saw that your company mentioned supporting community initiatives. I have seen how your company loves to support the baseball team in town.

My name is Merissa and I am with the Museums Association of Saskatchewan. We support museums across the province with education, support, and advocacy. I have an idea I would love to chat with you about further. Would you be free Thursday at 11?



PROFILING

- Questions
- Listen!
- **Relationships**

PROFILING QUESTIONS

- Start Conversations
- Build Relationships
- Learn more benefits and features





PROFILING QUESTIONS

- What makes a good question?
 - Positive tone
 - Genuine curiosity
 - Is not a yes/no question
 - Makes people think
 - Find their 'why'



PROFILING

LISTEN!

- After you ask your question, what do you need to do (in-person/Zoom/phone)?
 - Be quiet.
 - Actively listen by being present in the conversation (in-person/phone/Zoom)
 - https://www.ted.com/talks/celeste_headlee_10_ways_to_have_a_better_conversation?language=en
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PROFILING

EXAMPLE

- Your museum needs volunteers to deliver tours!
 - Features and Benefits (in volunteer perspective):
 - “You’ll build communication skills through delivering tours of Canada’s largest typewriter collection!”
 - Who do you talk to (prospects)?
 - Make your list and start figuring out how to reach out to these people (make phone scripts and email scripts)
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PROFILING

EXAMPLE

- Your museum needs volunteers to deliver tours!
 - Build Relationship.
 - Ask questions, learn their why
 - Listen and learn
 - Make them feel like they are the only person in the room
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CONCLUSION

What is one thing you would start doing today with what you learned?



Thank you!