



GENERAL STAFFING GUIDELINES

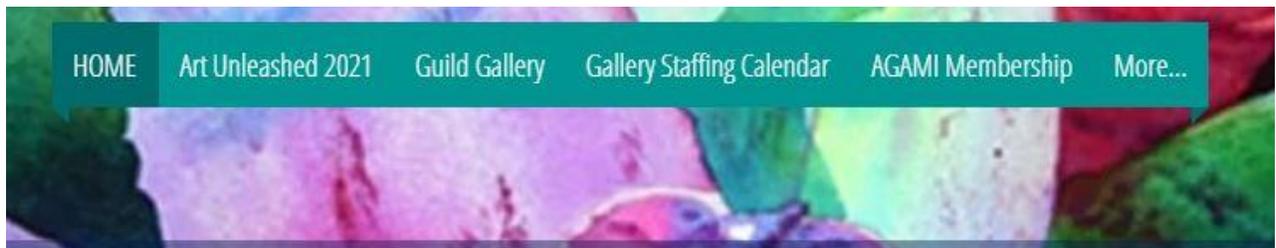
AGAMI members who exhibit in the gallery are required to staff the gallery at least 12 half-day times per year. Note: having 2 rentals would require 24 staff sittings per year. **The AGAMI year begins on November 1 so exhibitors must complete their staffing requirements by October 31.** Beginning Oct 1, 2021, EACH HALF-DAY Tuesday through Saturday is ONE TIME. (10:00am - 2pm **OR** 2pm-6:00pm). Please arrive 15 minutes before your shift is scheduled to begin.

The gallery may be open at other times for special events. Exhibiting artists are required to participate in 3 “Second Friday” events unless arrangements for other substitute activities have been approved by the board.

A member can make private arrangements with a trained staffer to sit for them or they 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 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



- On the home page, select the “Gallery Staffing Calendar” link at the top of the page.
- Review the calendar for OPEN days and decide which shifts you would like to

staff.

Contact **Sandy Staley** by phone or email to request the dates at:

Email: Sandrastaley1411@gmail.com

Cell: 540-760-9233

- Sandy 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 into the gallery to make sure of their staffing date.

AGAMI members who have obtained a gallery key and who have been trained to staff the gallery but who do not exhibit in the gallery are welcome to staff the gallery. 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.

You may pay **your monthly gallery rent** by mail, Zelle transfer, or by placing a check in the treasurer's rent envelope, located in red folder in the bottom right hand desk drawer. Rent is due on the first of each month.

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:

1. Put out the rolling GALLERY sign between AGAMI and Insurance Co. (west side)
2. Turn the closed sign to open at 10:00am
3. Secure personal items safely and out of the way
4. Turn on the lights: switches for the gallery are located as follows:
 - a. the right-hand wall at entrance – Turn off the outside light and turn on

- the inside light, you should turn ON these outside lights when you leave the gallery after your afternoon session.
- b. inside the “jewelry” wall of the front section of the gallery.
 - c. Two rocker wall switches to the left of the arch leading to the rear section of the gallery
 - d. switch on left side of archway facing the rear
 - e. switch for light in left rear section of gallery
 - f. Turn on the lights on the free- standing jewelry cases.
5. Check the thermostat. It should be set at 80 degrees at night. You can set it at about 75 degrees for the day.
 6. 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.
 7. Check the gallery staff daily notes book to see if the previous staffer left any pertinent information for you.
 8. Turn on the music if you wish. (Detailed instructions in purple binder)
 9. Make sure there are AGAMI information cards and membership applications in the plastic brochure holder on the desk.
 10. Make sure there are class and workshop brochures in the other brochure holder on the desk.

AS YOU ARE WORKING

1. 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.
2. Place the incoming mail delivered in the “incoming mail” basket on the shelf in the rear of the gallery.
3. 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.
4. 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 at their display.

Move around in the gallery, especially when there are customers in the gallery. 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:

1. 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 customers as well.
2. Listen closely to what the customer wants. Then help the buyer find a subject, size or a particular color they are looking for.
3. 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. This could take a few moments as the buyer is thinking.
4. 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 decide. 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.
5. The buyer may want to see the piece in their home. The buyer must pay for the item but can return it. Note: AGAMI policy for returns is 24 hours to return an item.
6. Be vigilant. Occasionally we have had some thefts.

7. You can phone the artist if the customer has a question you cannot answer. (See the directory in the top right bin on 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.
8. 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 FROM THE STORE NEXT DOOR). YOU MAY CHECK THE DIRECTORY FOR THE ARTIST'S 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: **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.
6. See sample sales form at the desk.

COLLECT PAYMENT:

1. Put cash to the cash drawer with the **WHITE** copy of the sale under the money tray. Place checks in the cash drawer with the **WHITE** copy of the sale under the money tray. Make note of some identification if the check is from out of town, such as an address or phone number.
2. Credit card (must be for \$10 or more). AGAMI takes American Express, Visa, MasterCard and Discover.
3. **Most credit cards now have "the chip," which will provide more security for customers**

- a. Tap on the credit card machine.
- b. Enter amount of sale. (Do not enter a decimal point)
- c. Insert credit card with chip, or swipe if there is not a chip. Tap on the credit button (top of screen)
- d. Place the machine on the counter so the customer can sign in space. Ask them if they would like a receipt.
- e. Hit the receipt button. Hit print.
- f. If anyone has a problem with the credit card machine at any time they can call Gwen Kodad, the Treasurer at 941-806-7114 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 Gwen). Also explain that the telephone cannot be used when putting a credit card through as the telephone and the credit card machine run through the same line. See the purple binder for credit card machine procedure for more detailed information.

FINISH THE SALE

1. Wrap item, if necessary, with paper or bubble wrap; box it (jewelry) or bag it; whatever is appropriate. Give the customer the WHITE receipt.
2. On the sales inventory clipboard sheet, enter the sales invoice number, sale amount for each item (do not enter the tax on this sheet) and the artist's name. If there are several items, enter each item and artist.
3. Call the artist if the sale leaves a space on the wall display area and place a "sold" card in the empty space.
4. 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 Print, located in the shopping center at 3230 East Bay Drive, East Bay Drive, near Walgreens.

WORKSHOP/CLASS AND MEMBERSHIP SALES:

1. Membership forms are in the bottom right desk drawer. Completed membership forms should be filed in the red treasurer's folder in the bottom right drawer of the desk area. The treasurer will copy the form and send an electronic copy to the gallery director and the membership chairperson. **Receipts should be attached to the application along with money collected from the transaction for the membership fee. Do not**

complete an invoice. If it is a renewal, attach the payment to the membership form with the person's name and renewal written on the top of the form.

2. All Classes and workshops are posted in the front our door case and can be registered online at <https://www.amiartistsguildgallery.com/book-online>. Provide the customer with an AGAMI business card to help them with the website address.

PM STAFFERS

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

CLOSING THE GALLERY

1. Neaten up the business desk and turn off the music
2. Empty the wastebaskets.
3. Thursday afternoon staffers should place the outside garbage can outside the gate for Friday pickup.
4. Friday afternoon staffers should bring the outside garbage can in after garbage pickup.
5. Check the back door lock
6. Raise the air conditioning to 80 degrees
7. Bring in the Gallery Sign
8. Shut off the inside lights.
9. Turn on the outside lights (switch on wall near door) and leave the indoor front window light on.
10. Lock the front door and check to ensure it is locked.

Revised: 9 Nov 2021 by Carolyn Wendrick and Gwen Kodad