

## Lessons Learned from the Sight and Sound Theater

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### Short Description of the Presentation:

The Sight and Sound Theater in Lancaster, PA has been in business for 40+ years. All performances are sold out months in advance and they gross over \$73 million dollars a year. With that kind of continuous success there just had to be some business tips other companies could pick on...and there are.

### History of Sight and Sound Theater

#### Mission Statement:

- Do you know why you are in business?
- Continuous training of all employees to convey the companies Mission Statement

#### Hiring and Training Employees:

- Employees must buy into the mission of the company
- Cross training employees
- Team is only as good as the weakest link.
- Past performance is no guarantee of future employment

#### Long Range Planning:

- Planning to create the perfect customer experience
- Organizing tools
- Planning for when things go wrong
- Fulfill your mission, the profits will come

#### Marketing:

- Track where leads are coming from
- Strive to increase repeat customers and referrals

#### Training for the Unexpected:

- Systems for handling unusual situations

#### Expansion:

- All "systems" in place before expanding
- Be sure policies and procedures are in place first