

Selling tickets at Hemmens for CTE shows (REV 10/15)

This document was created to help CTE staff and volunteers set up and man a ticket sales table at the Hemmens Cultural Center for CTE shows. Each show may also have unique needs, so use this as a general guide under the direction of the producer.

Supplies needed:

- Cash box, key, and starter cash
- Laptop
- Square Card readers (at least 2 of them)
- Extension cords for laptop and iPad(s); power strip
- Phones or other devices to receive payment
- Blank copies of show tickets (approx. 100-200 per show)
- Comp ticket list and promo codes
- Signage with ticket prices and tape
- Pens or markers
- Envelopes and box for Will-Call tickets
- Envelope for day's sales revenue

90 minutes before show time

- Table, signage and devices are set up and workers are in place
- Sales stations for volunteers:
 1. (Laptop) Choose or help patron choose seats; type patron name and email, complete online order
 2. (Blank tickets/Pen) Fill in row/seat number on blank tickets and hand to patrons
 3. (Cash box) Collect cash and check ticket payments and give change
 4. (Phone/Device) Process credit card payments with Square Card Reader
- Ticket sales begin
- Online ticket sales automatically cut off 90 min. before performance so they're not competing with on-site ticket sales

30 minutes after show begins

- Remove the amount of the starter cash and set aside for next performance
- Count cash and checks received and write total. Two people need get the same total!
- Give cash to designated individual for safekeeping or deposit
- Store supplies until next performance

After final performance

- Make a final count of cash and checks, noting removal of cash box starter amount from ticket revenue total
- Submit all payments to CTE office for bank deposit; also submit the marked comp list and all comp certificates
- Return all supplies to CTE office

How to use Square Card reader for taking payments on-site

Ticket selection and purchase

Laptop steps:

1. **For sales:** open Ticket Peak admin site: <http://ticketpeak.com/admin/admin> Log in with cteelgin@hotmail.com / DanceSing22
2. **To verify purchases by patrons who ordered but didn't bring tickets with them:** Open another tab at cte.showtickets@gmail.com / DanceSing22 to get to ticket list by searching patron name
3. Complete seat selection, name and email address (optional: phone, city of residence)
4. Select "Add to Cart."
5. Verify number of adult, student, and senior tickets
6. Tell customer the amount due
7. Ask customer which method of payment they want to use
8. **Complete AND CONFIRM payment** by cash, check, or credit card using SquareCard on device (below)
9. **THEN mark "Take cash"** no matter what the payment method

Device steps:

1. Open Square Card app on device and
2. Insert SquareCard reader firmly into headphone jack.
3. Select show and date
4. Select ONE ticket type (Adult, Senior, or Student)
5. Select + or – to get the correct number of tickets for that type
6. IMPORTANT: Select "Add" (top right-hand corner)
7. Repeat this process for each of the ticket types, ALWAYS clicking "Add" after entering each type
8. It will total automatically but **MAKE SURE the total amount due displayed is the same as the TicketPeak order amount on the laptop**
9. If needed, select "Clear Sale" and start over
10. When transaction info is correct, select "Charge"
11. Take patron's credit card and swipe quickly and smoothly (with black magnetic strip facing the back) through SquareCard reader on iPad or iPhone. Repeat swiping until it goes through.
12. Have customers to sign the receipt with finger.
13. Ask customers if they want an emailed receipt (preferred), and if so, ask for their email address
14. Payment is complete

Important note: If necessary, staff may key in credit card information manually, but CTE will be charged higher credit fees per transaction.

Blank tickets:

- On the blank tickets, write in each of the seat numbers and give tickets to customer.

Staff requirements:

To take “point-of-sale” payments with Square Card Reader:

- Use CTE or other iPad for transactions and/or Android or iPhones.
- To add mobile staff members who can accept payments on their personal devices, CTE admin must 1) add the person’s name and email address to the staff list and 2) send the person an invitation to be a mobile staff member. 3) The person will follow the emailed instructions and set up a user name and password on SquareCard. This is required and important because if there is a problem with a specific transaction, it can be tracked to the device and individual who handled it.
<https://squareup.com/help/us/en/article/4937-manage-mobile-staff>
- Instructions and links to downloading apps: <https://squareup.com/help/global/en/article/5243-download-the-square-register-app>
- Link to downloading Android app:
<https://play.google.com/store/apps/details?id=com.squareup&feature=top-free>
- Link to downloading iPhone/iPad app: <https://itunes.apple.com/app/square/id335393788?mt=8>