

Selling tickets at Hemmens for CTE shows (REV 4/10/15)

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
- 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 assignments:
 - o -Online seat selection, typing in patron name and email address, complete online order
 - o -Filling in row and seat number on blank tickets and handing to patrons
 - o -Collecting cash and check ticket payments and giving change
 - o -Processing credit card payments with Square Card reader
- Ticket sales begin
- Online ticket sales are automatically cut off 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 and provide written total cash and checks. Two people need get the same total!
- Give cash to designated individual for safekeeping or deposit
- Store supplies

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

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>

Ticket selection

- Open Ticket Peak admin site: <http://ticketpeak.com/admin/admin> Log in with cteelgin@hotmail.com / DanceSing22
- Open another tab at cte.showtickets@gmail.com / DanceSing22 to get to ticket list by searching patron name as needed for patrons who ordered but didn’t bring their tickets with them.
- Open Square Card app on device and insert SquareCard reader firmly into headphone jack.
- Using the TicketPeak admin site, complete patron seat selection, input name and email address, select “Add to Cart.”
- Verify the number of adult, student, and senior tickets and tell customer the amount due.
- **FIRST swipe credit card using SquareCard reader and confirm it went through.**
- **THEN select “Cash” as payment method.** This is because TicketPeak has its own credit card scanning system that CTE does not use, so selecting “Cash” bypasses their system.
- On the blank tickets, write in each of the seat numbers and give to customer.

Ticket payment using Square Card

- Using an iPad or iPhone, open the SquareCard app then: 1) select the correct show and date 2) select ONE ticket type (Adult, Senior, or Student), 3) select + or – to get the correct number of tickets for that type, 4) select “Add” in top right-hand corner. Repeat this process for each of the ticket types. *It will total automatically, but make sure the total amount due is the same as the TicketPeak order amount.* If needed, select “Clear Sale” and start over. When transaction information is correct, select “Charge.”
- Take patron’s credit card and swipe it quickly and smoothly (with black magnetic strip facing the back) through the Square Card reader on the iPad or iPhone. Repeat until it goes through.
- Have customer sign the receipt with finger.
- Ask customers if they want an emailed receipt, and if so, ask for their email address.
- Payment is complete.
- Important note: If necessary, staff may key in credit card information manually, but CTE will pay higher credit fees charged more fees per transaction.