

SAWG Docent Orientation Objectives and Outline

Purpose: The purpose for the Docent Orientation Objectives and Outline is to assure that any SAWG member who participates as a gallery docent is competent in performing all activities required for the safe operation of the Gallery.

Goal: All gallery docents can safely and comfortably work in the Gallery.

Objectives: Gallery docents will be able to complete the following:

1. Open and close the Gallery using the lockbox on backdoor – Instructions in Docent Manual
2. Follow the instructions on the Daily Sheet – Instructions in Docent Manual
3. Know the contents of the Docent Manual and Gallery Operations Manual
4. Greet visitors as an owner of the gallery and answer the phone with "SAWG Art Gallery, this is (your name), how may I help you" - Principles of Excellent Customer Service
 - ▶ Friendliness - Politely welcome visitors as they enter the gallery. Ask one or two friendly questions: *Is this your first time to the gallery? How did you hear about the gallery? Are you an artist?* Allow the visitor that quiet space if they are there to browse only. People who want to chat or want to know more about the gallery will continue to talk after your first question or two. If families come into the gallery, task the children with the People's Choice award to pique their interest.
 - ▶ Responsiveness to visitors questions or needs. Admit what you don't know but offer to find out by asking someone else who does. Make a call if necessary.
 - ▶ Accuracy of information and transactions - Know the art, the artists, location of Bio's and the processes of transactions.
 - ▶ Suggestions - Look for ways to improve the gallery and make suggestions to a Board member or the Gallery Manager. Folders for each are in the office.
5. Able to use the Masterpiece POS system. Complete sales transaction correctly in Masterpiece with all information needed for cash, check or credit card transactions
6. Record and report sales correctly in the Inventory book and contacting artist.
7. Know where to find things in the gallery
8. Know what things are not processed and how to handle
9. Know how to get help when needed

Orientation Class Outline

- I. Welcome to the Gallery
 - A. Volunteer Organization
 - B. Benefits of working at the Gallery

- II. Gallery Docent Responsibilities
 - A. Opening Gallery with Lockbox - **Practice time**
 - B. Setting up the Gallery & Checking the rooms - **Walk the Gallery**
 - C. The Daily Sheet - How to complete & what to include - **Handout**
 - D. Closing the Gallery

- III. Sales Information
 - A. Masterpiece POS training
 - B. Types of Sales - Cash/Check, Credit Card, Quick Sale
 - C. Completing the Sales transaction in Masterpiece POS (Cash, Check or Credit Card) – **Practice time with Handout**
 - D. Handling Bin Paintings, Cards, Other Items and What not to Process

- IV. Other Gallery Activities
 - A. Where to find information - in Manual and Gallery
 - B. Recording and/or Communicating information when necessary
 - C. Special Activities, i.e. Marketing Survey, etc.

- V. Gallery Information and Where to find things
 - A. Name Tags
 - B. Office Mail Folders
 - C. Master Forms Notebook
 - D. Supplies or Supply Requests
 - E. Using the Printer
 - F. Gallery Scheduling
 - G. Substitutes

- VI. SAWG Information
 - A. Memberships - Forms and Handling
 - B. SAWG Facts in Docent Manual or Operations Manual

Note: It is anticipated that an orientation session will last about 1 - 1 1/2 hours. Class size will be limited to no more than 6 people at a session. Supporting information is in the Docent Manual or Operations Manual (on docent desk) and should be used during orientation session.

Each participant will sign and date an Orientation Form as documentation of class completion and competencies. The Orientation Form should be initialed by the instructor and placed in the Gallery Managers mail folder in the office.

Additional one-on-one support will be provided if needed when scheduled to work in the Gallery. Please indicate this on Orientation Form.