

## Customer Service at Fairs and Festivals

Great customer service begins with the first contact people make with your business. This could be by phone, by mail, by seeing you on the way to a job, or by visiting your booth at a fair. Great customer service is what keeps your business growing. Happy clients are your best form of advertising. People see your work, and they subsequently see you. They want you to do an artistic creation on them or their child, making them feel special, like the center of the universe. And, they want it all in an instant. They prefer NOT to stand in line and wait. If the lines are long, they may become angry, frustrated, belligerent, or just silently fume. They don't want to see time wasted, by the artist working your booth, which makes the wait even more frustrating.

How can you speed up the line and make the wait time shorter, without compromising your art? By giving the clients information, about the wait, and how it can be made shorter, with their help. This gives them the opportunity to consider the wait, so they can make a more informed choice about whether to spend the time or not.

Face painting is a fun experience, and I want to enjoy my time with the guest. So I let everyone know that each child takes 3-5 minutes, and then they can judge the waiting time by the length of the line: multiplying the number of people in line by the 3-5 minute time period.

### Posted Policies:

These are important to you and your clients, in order to manage expectations. At a booth, you can laminate and post them on your tent, and for private events, include them in the confirmation agreement. Some of the items to include are:

- how to remove the makeup, the glitter, the tattoo and the bling
- who you will not paint due to safety and hygiene (rashes, open wounds, new skin, etc.)
- age limits on face painting (minimum and maximum if it is a child only event)

Posting the policies in a positive manner will save a lot of repeating yourself (especially about removal instructions). Always be kind and positive as you explain your company's policies. You have the child's best interest at heart...there is a reason that he/she cannot be painted, so just explain it gently so parents become educated.

## Moving the Line Faster:

We use stickers to let everyone at an “hourly” event know that they have a turn, and that they will be painted, but lines tend to form anyway. A fun sign dealing with waiting time can help inform parents of what they can do to help speed up the line. You do not want to paint faster, if it means that the quality will suffer. Asking the clients to help “ready” the child for face painting will give them some control over how fast the line moves, preoccupies them from being idle and frustrated AND can only aid in your artistic effort. Some of the things you can include:

- having exact change if possible
- having child’s hair pulled or pinned back away from their face
- face is clean and dry
- removing food and drink from child
- pick design and favorite color in advance

## Move Out Quickly:

Once you’ve done the “big reveal,” which is what we all live for, you need to be cognizant of the folks that are still waiting for their turn. Ask the parents of the recently finished guests to take outside of the booth, perhaps setting up an “Admiration Station” with a second mirror on the outside edge of your booth. This will quickly free up the chair for the next guest.

## Clean Up Station:

Sometimes it does not suffice to tell parents to clean their child’s face before they go in the chair, you might need to provide supplies and area for them to do so. If you are working alone, this may be the end of your table, but otherwise it should be a separate area at the edge of your booth. The clean up station will save your chair and table from getting sticky fingers and goo all over it. You know how expensive these chairs are and they cannot be cleaned easily. Also, what a joy to have the mom wipe the kid’s face before you paint! The clean up station should include:

- station signage: explaining what it is and why...(“we like to work on a clean canvas”)
- a can of wipes,
- a standing mirror,
- a small trash receptacle (the tiny garbage cans at Staples are ideal), for just the dirty wipes-- make it small so you don’t get cans, bottles and lunch trash



- plain bobby pins from the dollar store
- your business cards, or other promotional material
- notebook to sign up for your mailing list (if appropriate)

Don't forget to say a **BIG** "thank you" as the child approaches you with a newly cleaned face, since that parent helped you "move the line," and reduced waiting time for others.

In conclusion, it is a joy to make the children what they imagine themselves to be. Let's be respectful of our art and use our time wisely. Let the parents help move the line along, and give them great customer service while they are doing it. After all, it is our customers' referral that is our biggest advertisement.

**Thank you and happy painting!**

*Diane Spadola is the owner and principal artist at Bella Faccia Painting, LLC. Her company specializes in providing artistic entertainment to make corporate and private special events more memorable. You can find her at the intersection of Artistry and Entertainment at [www.bellafacciapainting.com](http://www.bellafacciapainting.com).*

*She offers resources to face and body painters as part of the Accelerate Your Success Program.*

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# Bella Faccia

PAINTING

973-252-9140 [www.bellafacciapainting.com](http://www.bellafacciapainting.com)

- We consider face painting to be a special kind of washable art. We can only paint on a clean, unbroken skin. Please clean your child of remaining pizza, ketchup, cotton candy, etc.
- You trust your child's face to us, so let us take our time. This is your child's time to relax and be in "make up."
- We can only paint children over two...and only if they want to be painted.
- Our artists are insured and trained to use high quality make up. We ask that children wait for us to apply the design, and give the artist room to create a masterpiece! Make up is easily removed with warm water and soap on a washcloth.

Thank You for Your Business!



Bella Faccia  
PAINTING

# CLEAN-UP STATION

Face Painting  
Customers Only

(one wipe per child please)



## The Line Will Move Faster:

- When you have exact change ready
- When guests arrive with clean hands and faces
- When guests have hair pulled back off their faces
- When little ones are helped in and out of the chair
- When guests have selected their design before they sit down

**Thank You!**  
**Your cooperation helps everyone!**