

The company is headed by 2 experienced, tech and marketing savvy, financially secure, retired business owners who have numerous other successful websites. They want to “give back” so they are doing a fund raiser for TOYS FOR TOTS, donating a portion of proceeds and direct client donations from video calls with Santa.

This is their first year. They have a team of over 30 website techs who, according to the owners, “can make anything happen” on a website. They already have the website up and functional, but it’s not live online. It is very impressive. They are willing to listen to input from us as to what Santa needs, how we should be approaching the children, topics of conversation, Santa’s availability, scheduling times for calls, etc. Again, I was impressed!

They are expecting to do at least 200,000 calls in their first year. (I’m thinking this sounds a bit ambitious, but yeah for big goals!)

They originally wanted 100 full time Santas to come sit in office space in Denver and do calls around the clock... Fat chance during Christmas. I suggested Santas work at home or from hotel or offices. And calls be limited to reasonable “awake hours” ET-PT, of 1-9 year olds. They liked this and it meant YOU get paid more as they are not paying for office space. Yeah! Score for our team!

They have great ideas and nice healthy budget for marketing. They ONLY wanted to do this during Christmas.. I suggested pre-season, seasonal and post season checkup (naughty/nice) calls to families from Santa. They liked that! Score 2!

Basic overview...

Parents log in & fill out an info sheet on each child.

Parents pay & donate to Toys for Tots

Parents schedule a time for the video call

Parents invite family members to log on and watch.

Everyone is sent a link when it’s time to log on for the call

Santa clicks a button on his screen to take his (Santa’s) next call when he’s ready

Calls will last 5 to 10 minutes depending on how many children are involved

Santa sees a split screen so you have the info on each child to kinds follow a script.

The call is “recorded” and available for download for the parents to share on FB and with family & friends. Maybe DVD’s will be available... don’t know yet.

Parents fill out an evaluation of their satisfaction with the call, child’s response, Santa..

Some kind of bonus, for Santa, will be calculated, for higher rating from parents

From Santa’s end... Preliminary Basics... (as of June 2014)

- Santa MUST have an updated computer (what that means I don’t know yet, a quiet place to work (no phones, TV or noise) & commit to 15-20 ? “on air” hours a week in 2.50 hr. sessions

VIDEO VISITS WITH SANTA CLAUS (CONT.) © 2014 AEP/SCM

- AEP will be the exclusive provider. Application and background check will be required
- Santa MUST have a stable, reliable internet connection. Hardwired is best. Yes, I know things happen and power outages...in a quiet setting with no phones, TV or family noise
- Santa must allocate X # of hours per week... 20? TBD of flexible dates/times
- We will have “pinch hitter Santas” who because of one reason or another are available more full-time to pick up schedule holes (Sat AMs, Sunday afternoons, etc.)
- PAY... How to pay you is still being figured out...Of course they want efficiency, but quality of calls and client satisfaction and number of children on the call play a part. So some combo of hourly, plus satisfaction, plus volume will be calculated.
- Santa will wear his Santa suit (Hat, jacket, bells, belt, FULL MAKE-UP for HD camera
- Santa will have or be provided a super High quality webcam
- Santas will do at least 2 online conferences: 1.) How to be a top rate video Santa (Susen’s training session with on board Santas.) AND 2.) Technical seminar put on by the tech crew of the video website company, so you know how to use the electronic system.
- Santas will do a sample, test video with one of the techies from the company to validate you know how to use system and equipment, you can see how you look on camera, etc.
- Santas will sign up for scheduled times in 2.50 hour segments. 15 minute before calls start check in and tech testing of equipment, 2 hours of calls of various lengths, post chat report or synopsis, comments and suggestions by Santas to techs.
- You say you want to work A LOT, but think of your home & corporate visits when you are ON STAGE at full tilt? They are taxing and take a lot of thought and mental, emotional and physical stamina and energy IF YOU GIVE IT ALL! No matter who you are, or how long you have been doing this, you tend to get “stale” & worn down after 2 hours. So, I am suggesting a 2 hour max shift, with max of 3 shifts per date. We’ll see.
- IN ADDITION to the live video calls, I talked to the owners about parents being able to request a video message (recorded) from Santa. So you MAY be recording messages to the children (again with the info provided on a split screen) (so you are looking at the camera and not reading from paper) in any downtimes. This will require PERFORMING not just reading. You can do a bunch of these late nights or early mornings when dressed!
- A boat-load of Santas will want to do this. We’ll need plenty, but not all Santas will be able to perform at the level required. That’s OK. You may have other talents to put to use in other ways, in other places, OR can work to develop this talent. Expression, enthusiasm, connection with the family, quick wit, creativity, flair, poise, comfort level and experience will all play a part. Once we have the PSCS Santas in place, I’ll hire others and you can refer Santa buddies you think would be good. PSCS FIRST!
- The company is considering providing a backdrop to each Santa that is REQUIRED to be set up and displayed behind you... Santa’s workshop or office setting. This will be mailed to you and must be returned before your check is mailed out.
- Some light paperwork of clients, schedules and of presenting an invoice will be required.
- Any use of off color remarks, foul language, make-up or costuming issues, poor “ratings by clients, may terminate your contract... That about sums it up... for now... what I know... More to come. S.C.