

What a Baseball Game Can Teach Us About Church Welcoming

I dare you to read about the Savannah Banana success story and not smile...

...and by the way, you will learn some EXCELLENT Guest Experience tips along the way.

Recently, I turned to the [Donald Miller "Building a Storybrand"](#) podcast, and it only took about 20 seconds into the interview until I was captivated by the story of [Jesse Cole and the Savannah Bananas](#).

In that short interview, and after about 1 minute on the website, I was hooked.

The story of Jesse Cole and the Savannah Bananas is only marginally about a baseball team. It's really about the SHOW that goes on before, during, and after every game. Which has led to a long sellout streak in the past, a waitlist in the thousands, and for the 2019 season - (at the time, six months away), a sellout.

I checked with some friends who live in Savannah, and it was true - the ENTIRE 2019 season is already sold out. That's a 4,000 seat ball park for a summer college ball league. If you don't know anything about baseball, that is literally the bottom of the totem pole. Fans aren't coming to see a baseball game...

...they're coming for the experience.

How can you translate that into the Guest Experience at your location?

A few articles from Jesse to pump you up:

- [A Win at Every Touchpoint](#)
- [Why Every Business Needs a Script](#)
- [Why Every Company Needs to Break the Rules](#)

His book, [Find Your Yellow Tux](#), has amazing stories about the experience at a Savannah Bananas game. You [go to the website](#), scroll down, and download a free copy of "Secrets of the Yellow Tux Playbook."

Better yet, [watch this video](#).

You'll be hooked, too, and want to learn more about how you can make your Guest Experience STAND OUT.

> [Read more from Bob](#).

Want to know more about Guest Experiences at your church? Let's talk! [Connect with an Auxano Navigator here.](#)