



Madera Estates



**As we get
started...**

**Follow along on
social media!**



@maderaestates
@venuehelpdesk

...and get to know Ian!





Introducing The Venue Help Desk

Helping Wedding & Event Venues Solve One Problem at a Time!



The **Venue Help Desk** is the ultimate resource for venues, connecting them with a directory of vetted professionals, easy-to-use tools, and proven systems to help solve any problem, one step at a time.



Scan the QR code for more information.



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the knot +  WEDDINGWIRE

Grow your wedding business with the industry leaders couples love

WeddingPro combines The Knot and WeddingWire, two of the best wedding advertising marketplaces, to give you access to more couples in your area and increase your booking opportunities.

Let's partner together



Passionate professionals



2023

WEDDINGpro
Educator





Scripted

Ian Ramirez, CSEP

Co-Owner Madera Estates

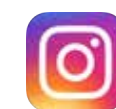


Meet me!



Ian Ramirez, CSEP

Venue Owner | Opera Singer | Yogi



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Heidi

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All the world's a
stage and most
of us are
desperately
unrehearsed.

Sean O'Casey



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1

5 Tips for a Captivating Sales Appointment

2

How to Handle Different Personalities That Walk in Your Door

3

Lines and Scripts to Utilize in Negotiation and Closing on the Spot



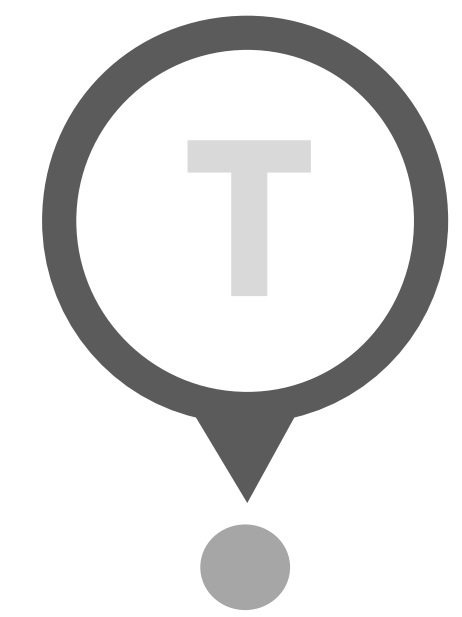
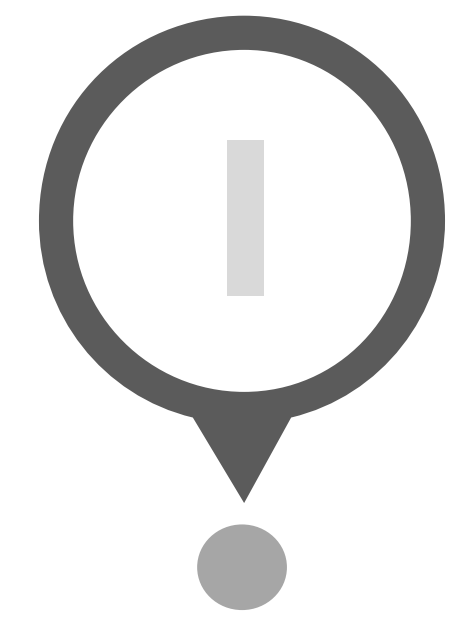
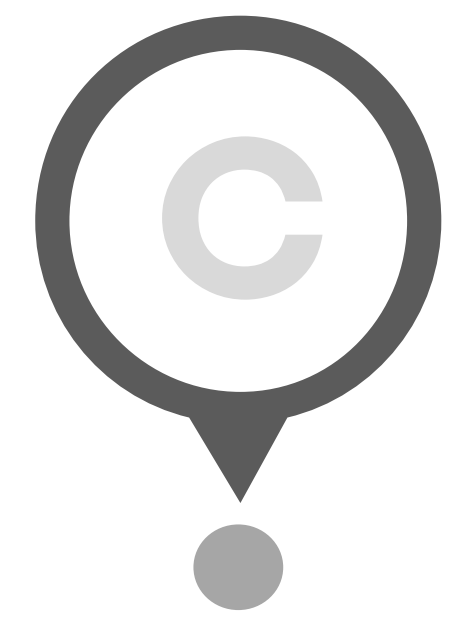
THE SCRIPT

Tips for a Captivating
Sales Appointment



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**Set the
Stage**



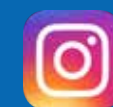


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Setting the stage is
about **engaging the
five senses** of your
potential client.



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sight

Scripted



SENSES

sight
sound

Scripted



SENNSES

sight
sound
smell

Scripted



Scentex



SENSES

sight
sound
smell
taste



Scripted

SENSES

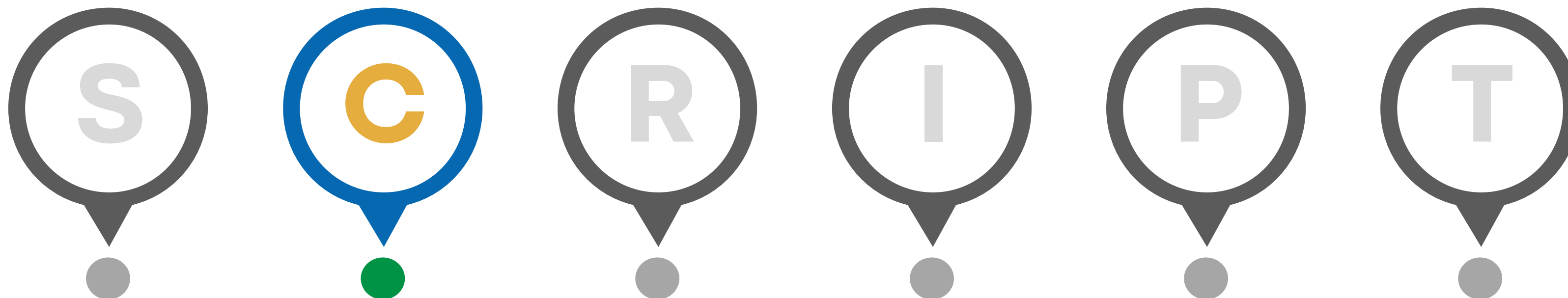
sight
sound
smell
taste
touch



Scripted

**S
E
N
S
E
S**

Scripted



**Co-Creative
Process**

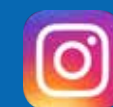


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The co-creative process capitalizes on a prospect's emotions and engages their senses, allowing the consumer to build on to a story in their own minds.



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How do I **engage** the co-creative process?



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Storytelling.



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10-second stories



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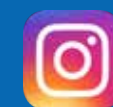
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Example Story

Amy has dreamed of having a wedding since she was a little girl and began saving inspiration posts on Instagram the day after she got engaged. She had no idea how much a wedding costs and how much work it would be. If she's totally honest, she's completely overwhelmed. Then Amy hired Perfectly Planned. Now she can relax and can spend time on the things she enjoys most. If she's totally honest, it has reduced her stress and was worth the peace of mind.



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People forget
facts, but they
remember
stories.

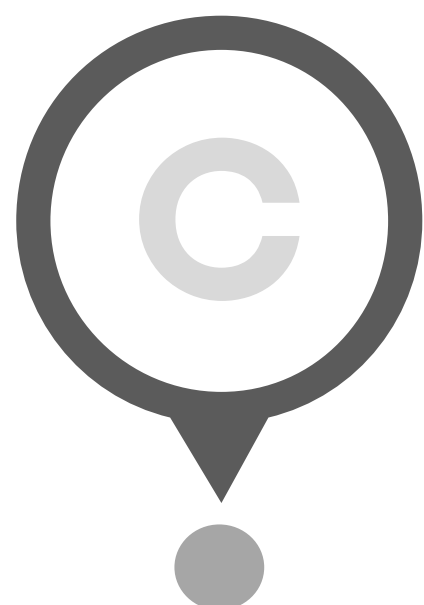
Joseph Campbell



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Research

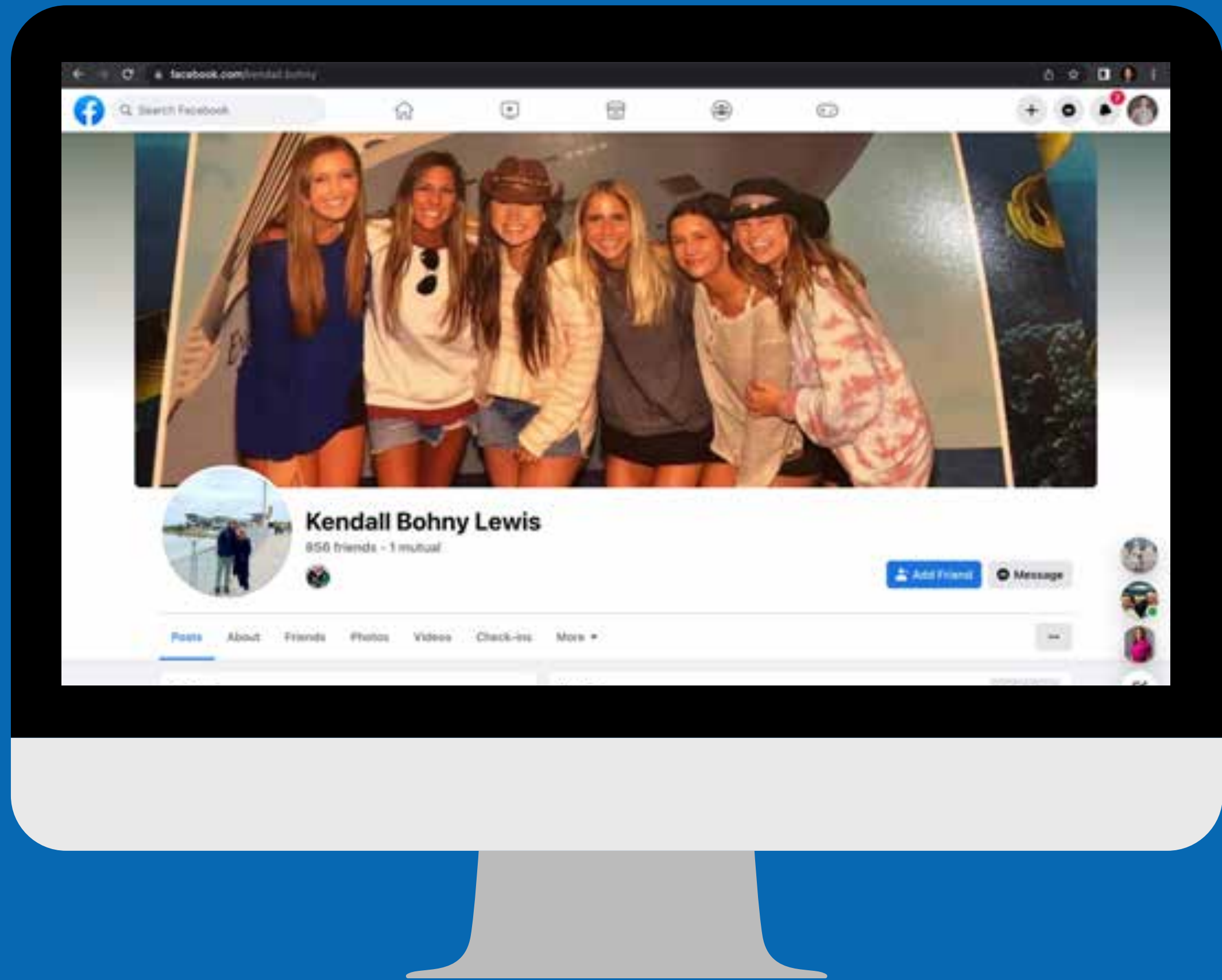




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Scripted





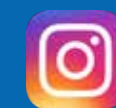


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1. Are they qualified?



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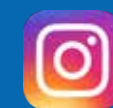


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- 1. Are they qualified?**
- 2. What dominates their social feed?**



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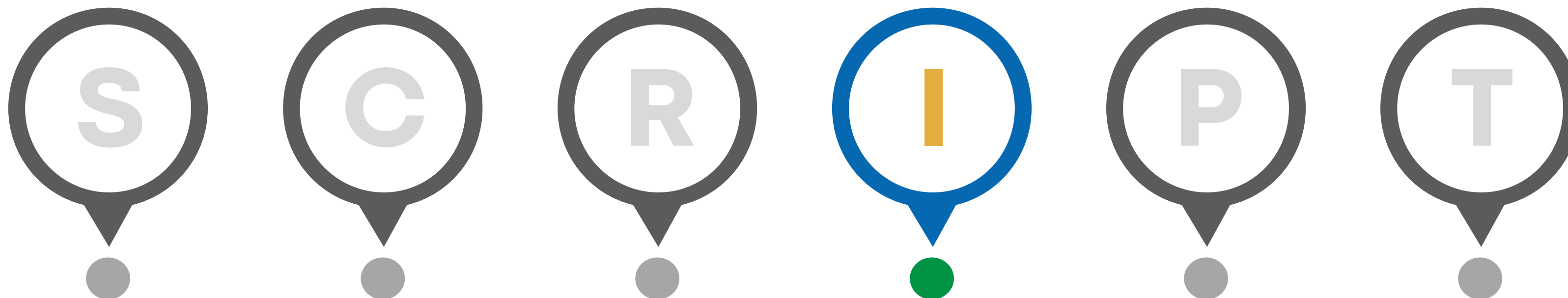
Scripted

- 1. Are they qualified?**
- 2. What dominates their social feed?**
- 3. What are their shopping habits?**



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**Information
Temptation**

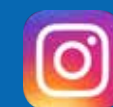


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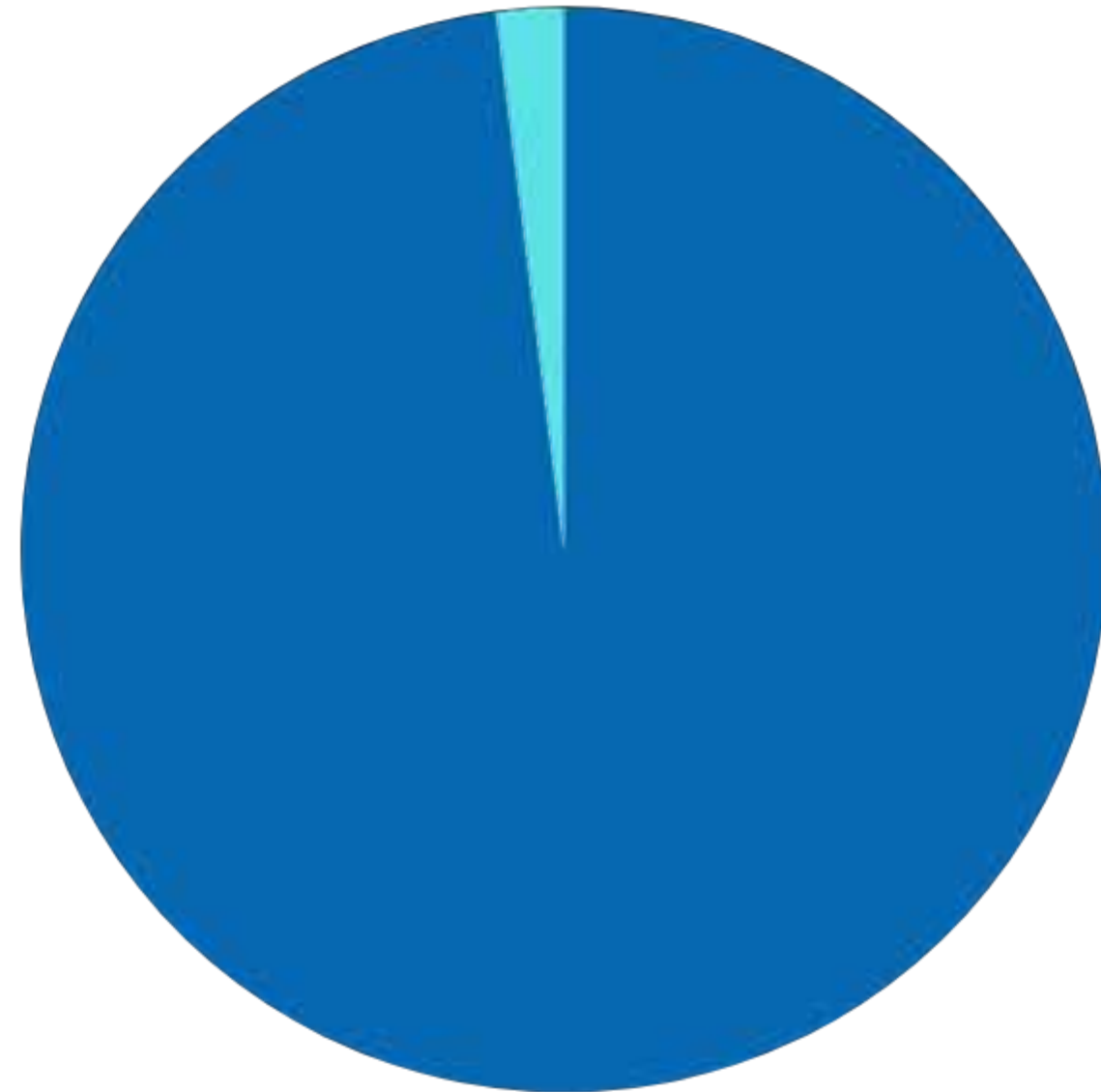
Too much information,
lists of services, and
amenities are the
death knell for
winning sales
appointments.



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System 2 (Cognitive Strain)

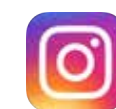
2%



System 1 (Cognitive Ease)

98%

USAGE OF THE TWO SYSTEMS OF THE BRAIN





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How do I avoid information temptation?



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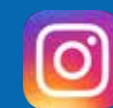


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Employ tactics that
keep your prospect
emotionally invested.



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Scripted



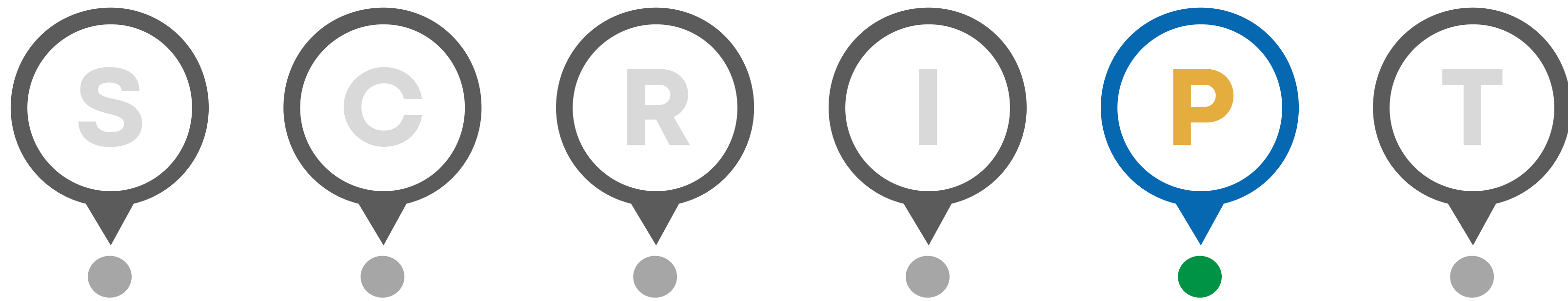
The more emotionally invested you are in anything in your life, the **less** critical and the **less** objectively observant you become.

David JP Phillips



Scripted

**Get Personal.
Quickly.**



ONE-HOUR PHOTO

01

Photo

02

03



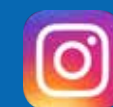


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It is as if they already know you or that you are an **acquaintance** versus a **stranger**.



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ONE-HOUR PHOTO

01 Photo

02 Brief Bio

03



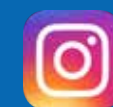


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This creates a higher
chance of **similarity**
bias.



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ONE-HOUR PHOTO

01 Photo

02 Brief Bio

03 Meetup Location





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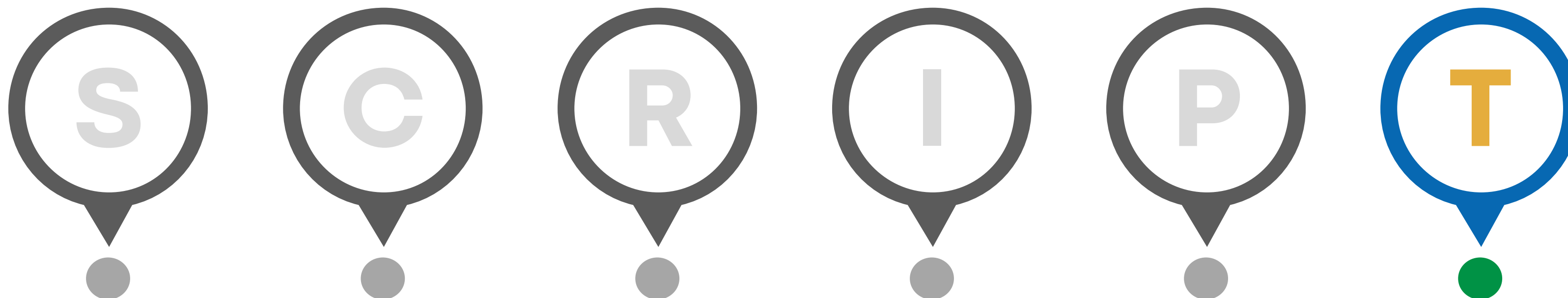
Scripted

Reduce friction.



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Scripted



**Talk Less.
Listen More.**

Scripted



Acting is **reacting**. You can't react if you're not paying attention, if you're not listening.

Reid Scott





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Scripted

We want to engage in
a **dialogue**, not a
monologue and...



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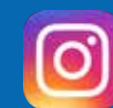


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Scripted

...ask open-ended questions.



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EXAMPLES

01

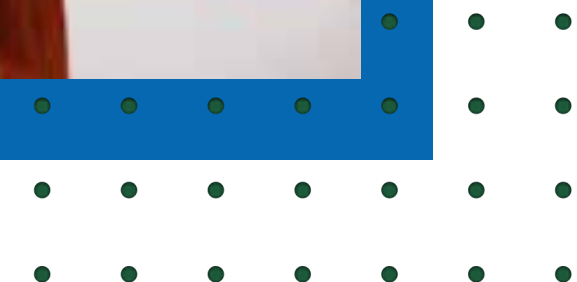
How would you describe the kind of experience you are hoping to create for your guests?

02

What did you like most and least about previous catered events you've attended?

03

What feedback have you received from guests at past events that you'd like to build on or avoid?



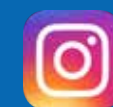


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Scripted

This is a vital step in
understanding their
why and making an
emotional connection.



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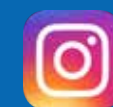


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Scripted

STOP trying to be interesting. People rarely care about the details of other people's lives...



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Instead, they care
about **themselves.**



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Scripted

**Set the
Stage**



**Co-Creative
Process**



Research



**Information
Temptation**



**Get Personal.
Quickly.**



**Talk Less.
Listen More.**

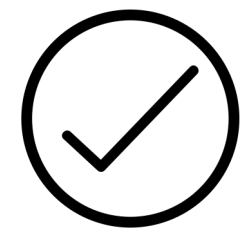


SCENE PARTNERS

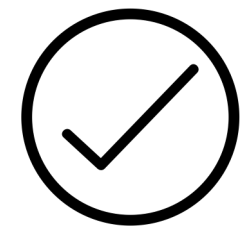
And How to Handle Them



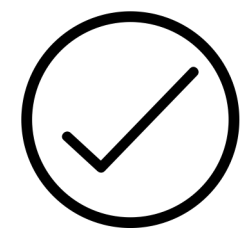
THE INGENUE



Indecisive



Inexperienced



Influenceable



HOW TO WORK WITH

the ingenu

likes

Guidance

dislikes

**Feeling
overwhelmed**

identifiers

**Books an
appointment
before they
receive pricing**

resources

**Take the
mentorship
approach**



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LINES NOT TO USE



Many clients like you don't know what they want.



Here's a list of all of our amenities...



Do our services match your vision?

LINES TO USE



**Think of me as
your resource and
guide.**



**Let's break down
the options into
smaller steps.**

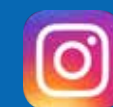


**What is the most
important aspect of
this event for you?**

Scripted

Arturo is sung by Ian Jose Ramirez, whose tenor sounded slight next to Ramsay's, which might have exposed Arturo's weak character. Most likely, Ramirez, a PO resident artist, is developing his voice.

Angela Allen



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THE CRITIC



Analytical



Arrogant



Nosey



HOW TO WORK WITH

the critic



likes

dislikes

identifiers

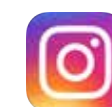
resources

Order

Disorganization

Data driven

**Be ready to
answer
questions**



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LINES NOT TO USE



That won't happen to you!



Don't worry about that...



Why does that matter?

LINES TO USE



We are solution-driven. At one event, we did XYZ...

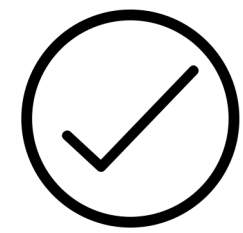


Thank you for pointing that out.

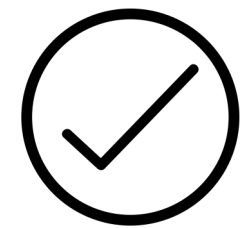


I appreciate your desire to make an informed decision.

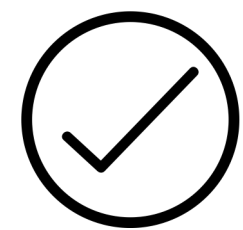
THE SCENE STEALER



Expressive



Supportive



Unpredictable



HOW TO WORK WITH

the scene stealer



likes

dislikes

identifiers

resources

Attention

**Being dismissed
or ignored**

**Vocal or talk a
lot**

**Streamline and
lead the
conversation**



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LINES NOT TO USE



What are your thoughts?



It sounds like you've got a lot of opinions...



[answer question directly to them]

LINES TO USE



**How would that
make X feel?**

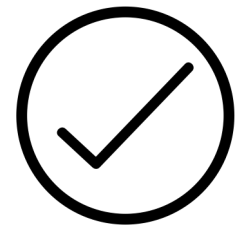


**You are a great
mom/xxx. You must
care a lot for X.**

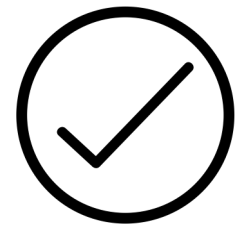


**[redirect question
to the decision
maker]**

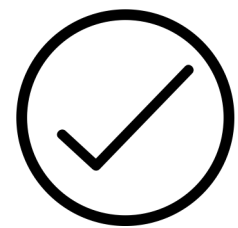
THE DIRECTOR



Assertive



Direct



Results-driven



HOW TO WORK WITH

the director



likes

dislikes

identifiers

resources

Confidence

**Poor
communication**

**Researched
thoroughly**

**Ask for the sale
often**



LINES NOT TO USE



I don't know.



**I know this isn't
what you want...**



**It may sound a bit
expensive...**

LINES TO USE



My recommendation would be X of these options.



Another way to get what you want is XYZ.



Here is a detailed breakdown of your quote.

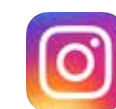
THE FINALE

Scripts for Negotiations,
Objections, & Closing Sales



Scripted

4 SAMPLE CLOSES



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01



Assumptive Close



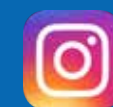


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Scripted

**It seems like our
services are the
perfect fit for you.
Does it make sense to
confirm our services
today?**



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01



Assumptive Close

02



Option Close



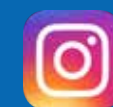


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Scripted

**Well, now you know
what options we have
available. Which
package do you like
better: X, Y, or Z?**



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Scripted

01



Assumptive Close

02



Option Close

03



Urgency Close



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Scripted

You mentioned your event is on a Saturday in peak season and we only have X openings left. How can I help you make that happen?



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Scripted

01



Assumptive Close

02



Option Close

03



Urgency Close

04



Takeaway Close



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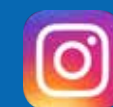


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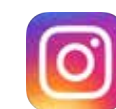
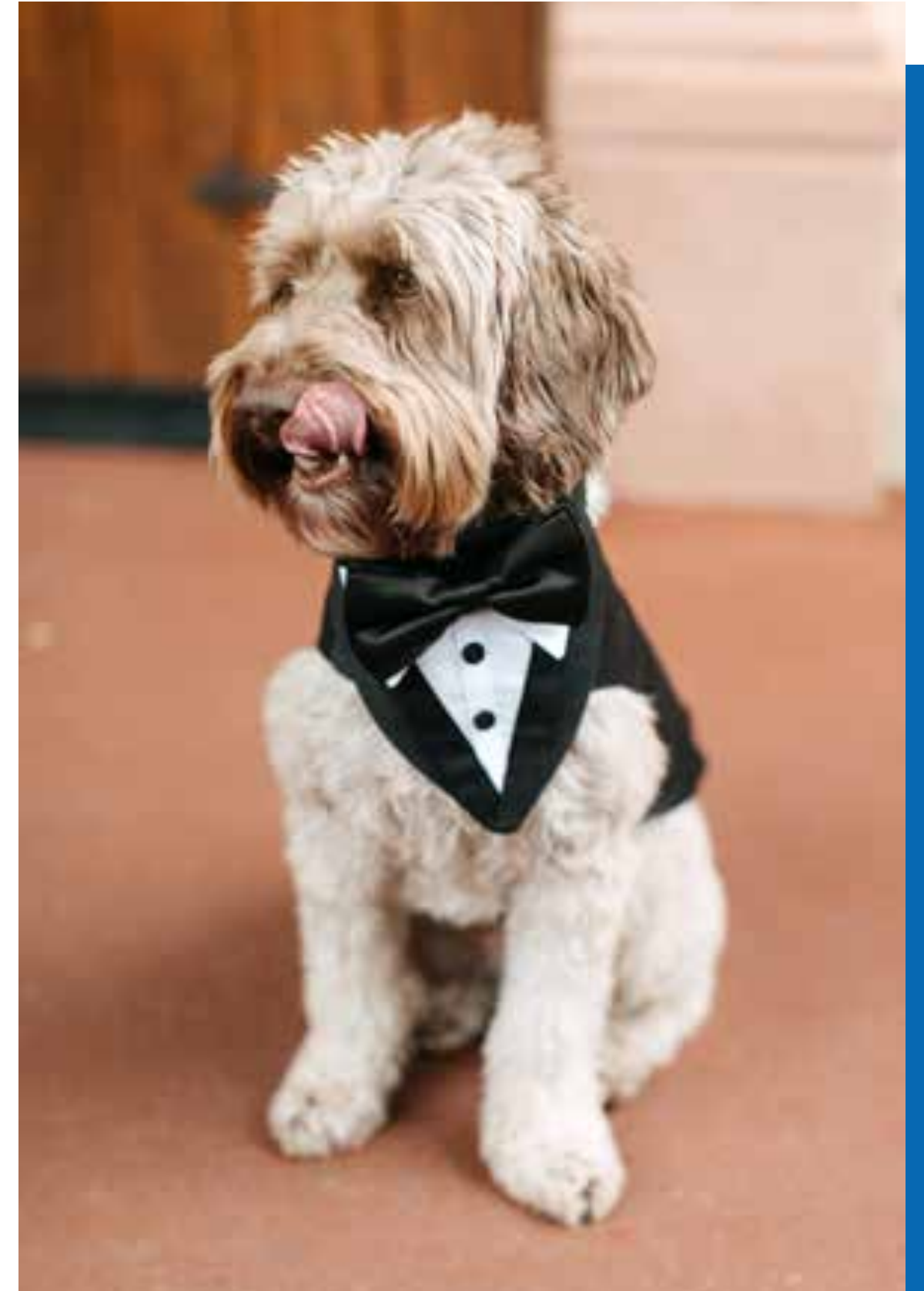
Scripted

When we first started talking, we shared with you our same-day booking promotion. How did you want to proceed?



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3 STRATEGIES TO USE IN HANDLING OBJECTIONS AND NEGOTIATIONS



OBJECTION & NEGOTIATION STRATEGIES

Scripted

1

Mirroring

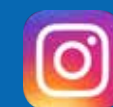


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Scripted

Mirroring is a technique where you simply repeat the last few words your prospect just said using an inquisitive tone.



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Scripted



It's a sign that people are bonding, in sync, and establishing a kind of rapport that leads to **trust**.

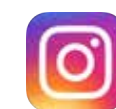
Chris Voss

Scripted



1

"You're the first XXX we've met with."



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Scripted

[We're] the first XXX
you've visited?



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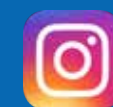
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Script #1

**Thank you so much for visiting us first!
You mentioned you were only visiting
[number of vendors] and we made the top
of the list. Many clients tell us the same
thing! We've heard several times they
wish they had stopped looking when they
found what they were looking for in our
services. I want to help save you time and
avoid the same trouble. You're eager to
kick off the planning, isn't that right?**



@venuehelpdesk @maderaestates



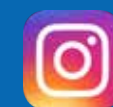
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Script #2

I know how important it is to make an informed decision! What other caterers/venues/XXX are you planning to visit?



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OBJECTION & NEGOTIATION STRATEGIES

Scripted

1

Mirroring

2

Labeling

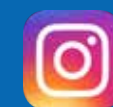


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Labeling is a communication technique where you identify emotions or sentiments you believe are evident that have not yet been verbally expressed.



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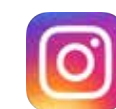


2

“Is there any flexibility on the price?”

1

“You’re the first XXX we’ve met with.”





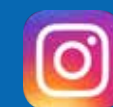
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Sample Script

I understand that price is important. Our pricing reflects the premium quality of our service. Luckily, there are other options where you can spend less, either by choosing another package, lowering your guest count, or selecting more cost-effective items. As your resource and guide, I am happy to help us explore these further or recommend alternative options.



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Label #1

However, it sounds like you're worried about how our services can fit into your budget.



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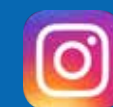
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Label #2

However, it seems like
the value is just not
there for you.



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OBJECTION &

Scripted

NEGOTIATION STRATEGIES

1

Mirroring

2

Labeling

3

Power of
No



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People feel safe and secure when they say no. People feel anxious when they sense you are seeking a yes.



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3

"I need to talk to X."

2

"Is there any flexibility on the price?"

1

"You're the first XXX we've met with."





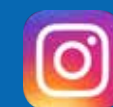
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Script #1

That makes sense. I am sure they will have some questions about what we've discussed. What do you think will be the first question they ask?



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Script #2

It's a lot to process. We can either hop on a call with them now or schedule a follow-up meeting to discuss your event.



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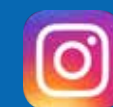
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Sample No-Oriented Question

Would it be horrible for us to schedule a follow-up call so the two of you can discuss?



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4 STEPS YOU CAN START TODAY

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1

Reach out to preferred vendor partners to see how they can help captivate clients during the sales appointment.

2

Start your table work!
Take notes on the different characters that came through your doors last month.

3

Practice out loud your favorite closing statements.

4

Use the mirroring technique this week at NACE Experience.



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THANK YOU

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Continue the Conversation

#NACEEXP24



Your Opinion Matters!

Please complete the education
evaluation for **EVERY** session
you attend!

Thank you!

