



# WEDDING



# Mastering The Consultations Process For Sales Success

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# Today's Agenda

- 1 Anatomy of a Lead Reply**
- 2 Lead Cadence/Lead Content**
- 3 Anatomy of a Sales Consultations**
- 4 Deep Dive into Sales Consultations Steps**



# Session Goals

1. Walk away with ideas on how to improve your lead content and follow up cadences.
2. Start to create a talk track for all six steps to the sales consultations.



# The anatomy of a lead reply

- Keep it short (150 words or less)
- Be friendly yet professional
- Bring value and helpful tools
- Create a sense of urgency
- Show personality
- End your emails with one open-ended question



# How many times are you swinging the bat?

2023: 40,832 hits in the MLB

2023: 5,826 home runs in the MLB

=14% “Hit it out of the park”



# Why follow up for 30 days?

You paid for that lead!

You need the bookings!

Your email is getting buried!



# Email follow-up cadence

- Day 1 – Give price and availability
- Day 3 – Be helpful. Provide a tool that the couple could use to help plan
- Day 9 – Promotion email. Sense of urgency
- Day 14 – Did you know email? Things about your business or you.
- Day 20 – Be helpful. Give a tip, provide another tool couples could use to help plan
- Day 26 – Review the email of everything you sent
- Day 30 – Last ditch email







# Enhancing Sales Consultations

# Objective

Refine consultation techniques to convert more consultations into bookings

# Takeaway

Create a talk track that includes all of the steps to the consultation



# Anatomy of a Sales Consultation

- Prepare
- Set Agenda
- Needs Analysis
- Show and Tell
- Recommendation
- Close



# 1

## Prepare





## Why

- Personalize the consultation
- Shows you care and are interested
- Identify their needs and wants

## What

- Quick search on social media
- Wedding website search
- Vision board/Pinterest

# Prep Checklist

Couples Name	
Contact Information	Email:                      Phone:
Wedding Website Info	
Vision Board/Pinterest	
Comments <input type="button" value="▼"/>	



# 2

## Setting the Agenda

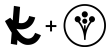


# Why

- Shows the couple you are organized
- Keeps you on task/tracks the purpose of the call
- Client gains understanding or how the call is going to go

# Example

Thank you for taking the time to talk with me today! I would like to do is ask you a few questions about your wedding, then share a little bit about us. If we both feel that we are a good fit for each other, then I will make a recommendation on what the next steps will be. Does that sound alright?





# Exercise

Write down your agenda talk track



# 3

## Needs Analysis





# Why

- Let the couple talk, it shows their personality and match that personality
- Uncover the couples needs
- Uncover the couples wants
- Personalize the recommendation based on their needs/wants

# Example

Every wedding is different and unique

- Tell me about your dream wedding
- What are the things you do not want at your wedding
- What are the top three things you want to see at your ceremony and reception



# Exercise

Write down the three needs analysis questions



# 4

## Show and Tell

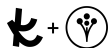


# Why

- Enables you to organize the most important things to share about your business
- Shows couples you are the right vendor for them based on their needs
- Helps justify their investment in your business

# Example

Thank you for sharing your vision and must have at your wedding. I am excited of the possibility to work together. I would like to take a few moments and share a little bit about us and how we can help ensure your wedding day is you envisioned.



**Rev. Starlene Burns**  
Nikki Daskalakis

# Exercise

List 5 value statements that you would want to share with each couple to prove to them you can help them and worth the price.



# 5

## Recommendation







# Why

- Connect your products or services to their needs
- Show you were listening to them and you can help them

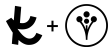
# Example

Based on what you shared with me (repeat the top 3 things they want) I am recommending this package which includes and the investment is X. **Then be quiet. Time for objection.**

# Gauge Intent Questions

*“Based on what we talked about what else can I share with you to ensure we are a good fit to help exceed your expectations?”*

*“Is there anything that you feel that would keep us from being part of your wedding?”*



# 6

## The Close

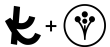


# Why

- Assume the sale
- If you don't ask them to book they most likely will not

# Closing Tools

- 48 hour date hold
- Payment plans
- Complimentary promotions



# Closing Statements

*Let's talk about next steps. If you do not have any other questions, I will create the contract and have it over to you by xxx. Is there anything you think would stop you from moving forward and signing the contract so we can get this wedding started?*



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**Scan for our Gen Z Downloadable**

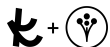


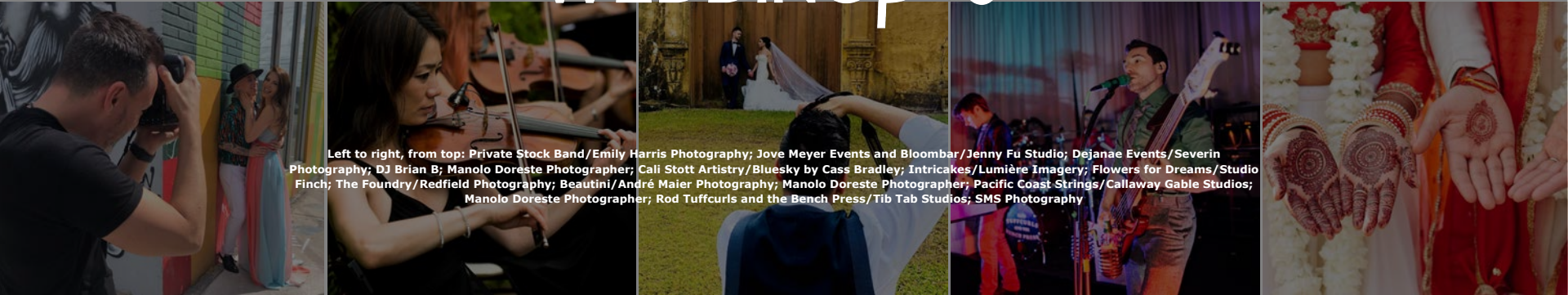
# Let me be your accountability partner!

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Left to right, from top: Private Stock Band/Emily Harris Photography; Jove Meyer Events and Bloombar/Jenny Fu Studio; Dejanae Events/Severin Photography; DJ Brian B; Manolo Doreste Photographer; Cali Stott Artistry/Bluesky by Cass Bradley; Intricakes/Lumière Imagery; Flowers for Dreams/Studio Finch; The Foundry/Redfield Photography; Beautini/André Maier Photography; Manolo Doreste Photographer; Pacific Coast Strings/Callaway Gable Studios; Manolo Doreste Photographer; Rod Tuffcurls and the Bench Press/Tib Tab Studios; SMS Photography