



WHAT WE'RE GOING TO COVER

- **OBJECTIONS & TRIGGERS**
- **NEGOTIATION WITHOUT LOSING
PROFIT**
- **TIPS FROM MASTER NEGOTIATORS**





WHAT WE'RE GOING TO COVER

- TACTICS FROM OTHER INDUSTRIES
- ADD VALUE WITHOUT LOWERING PRICE
- NOT BEING PITTED AGAINST OTHERS

**NEGOTIATION
STARTS WITH LISTENING**



“We want it to be really pretty”

“We want every one to have a great time”

“We want it to be nice, but don’t want to go broke”

Do your sleuthing...

WHICH ARE THESE ARE NON-NEGOTIABLES



“It will only be the price you want
to pay, not the wedding you want”

SASHA SOUZA



MIRRORING

- Talk about your experience
 - Keep them talking
- Make them feel like comfortable



HOW TO WORK YOUR MIRROR

- Repeat the last 3 Words
- Repeat the most critical one to three words
 - “It seems like”
 - “It sounds like”
 - “It looks like”

SHUT UP



TACTICAL EMPATHY

- Make them feel heard
 - Don't be fake
- Relate to them as much as possible
 - Don't rush

STAY IN YOUR LANE

.....
LEARN YOUR CLIENT'S LOCATION

AVOID THE COUNTERFEIT YES



THE THREE C'S

LEARN HOW TO “NO”-GOTIATE

.....
YOU CANT NEGOTIATE WHAT YOU DON'T KNOW/NO

NO TRANSLATIONS



I AM NOT READY TO BOOK



I DON'T FEEL COMFORTABLE WITH YOU

NO TRANSLATIONS



I DON'T UNDERSTAND



I DON'T THINK I CAN AFFORD IT

NO TRANSLATIONS



I WANT SOMETHING ELSE



I NEED MORE INFORMATION

WORK WITH SOLUTION BASED QUESTIONS



WHAT ABOUT THIS DOESN'T WORK FOR YOU?



WHAT WOULD YOU NEED TO MAKE THIS WORK?

NO TRANSLATIONS



I NEED TO TALK IT OVER WITH SOMEONE ELSE



NO

THE ART OF CALIBRATED QUESTIONS

CREATE THE ILLUSION OF CONTROL

CLIENT: “I know people who charge less”

YOU: “I know people who pay more”

(Don't do that)

“How can we solve this for you?”

“How would you like to proceed?”

“How can I make this better for us?”

“What about this is important to you?”

PREP FOR PUSHBACK



“The other PRO quoted us much lower”

**“I’m not sure what they offered,
but our services are tailored to
your needs and OUR proven methods”**



“Is that your lowest price?”

**“This is the investment necessary for
the RESULT you’ll receive”**



“I’m not sure it’s in my budget”

**“Tell me more about your
FINANCIAL COMFORT ZONE
and I’ll show you how we can fit in”**



DON'T SELL A MATTRESS

.....
SELL A GOOD NIGHT'S SLEEP

NEGOTIATE WITHOUT LOSING PROFIT



the secret

SECRET ONE: NEGOTIATE SERVICES, NEVER PRICE



the secret

SECRET TWO: SEE SECRET ONE



HOW TO GIVE DISCOUNTS



the secret

STEP ONE: REVIEW YOUR CONSULT NOTES

Including contact form messages and questionnaires



the secret

STEP TWO: CREATE PROPOSAL BASED ON NEEDS, SKILL & TIME

Calculate length of planning period, hours in your workflow and team members



the secret

STEP THREE: CONSULT YOUR ADVISORS

Make appropriate calls to gauge discount opportunities



NEGOTIATE SERVICES
NOT PRICING





ENHANCE WITH VALUE

Use services you will need or use any way enhance your services

Wedding Website

Wedding Planning Management

The Black Tux

Minted Program

Honeymoon Registries

Maroo

**WHAT ABOUT
OTHER INDUSTRIES?**



the secret

“USE MILEAGE AS LEVERAGE”

The more miles, the less they want to pay







**YOU PAY FOR THE YEARS,
NOT THE TIME**

the secret

“ASK FOR REBATES”

In our case, it is the discount demand



**YOU ARE NOT
.....GROUPON.....**

the secret

“NEGOTIATE BASED ON PROFIT MARGIN”

A stronger discount tactic







**GET PAID FOR
KNOWING WHERE TO HAMMER**

the secret

“NEGOTIATE BELOW ASKING PRICE”

A stronger discount tactic



AVOID THE WINNER'S CURSE

the secret

“NEGOTIATE BASED ON CLOSING SCHEDULE”

Based on the time of contract initiation to finalization



RECAP





LISTEN

- Listen to their vision
- Listen to their fears
- Listen to their cues



REFLECT

- Match their energy
- Use your Tactical Empathy
- Let them know they are heard



PUSHBACK & COMEBACKS

- Identifying a No and Yes
- Asking calibrated questions
- Perfect responses for common objections

MY TIME IS NOT NEGOTIABLE

MY ART IS NOT NEGOTIABLE

MY EXPERTISE IS NOT NEGOTIABLE

MY TALENT IS NOT NEGOTIABLE

HOW WE WORK TOGETHER

IS

NEGOTIABLE

NOW I WANT YOU TO WORK

Take what you've learned to the next level

are you ready?

GET YOUR DREAM CLIENTS!



SCAN FOR ADDITIONAL WAYS TO ATTRACT YOUR IDEAL CLIENTS

hustle sugar



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Instagram

@cocktailterrica



Facebook

@cocktailterrica



Clubhouse

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Text

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