

START BUILDING:

- Market research - current & recent customers, planners and venues
- Look at previous contracts & final invoices
- What items are they adding on later?
- Where are your clients struggling the most?
- Be Innovative!
- Subcontracting from other pros
- Venue specific packages



*****STOP RIGHT NOW*****

Write down 3 venues that
refer you often and you
work there all the time!

3. PRICING MODEL - GOOD, BETTER, BEST



GOOD PACKAGE:

- What do they all NEED from you
- Makes your company more accessible to a wider range of budget conscious customers
- This package sets the tone
- Focus this on the clients you don't want to lose
- Increase the price of your low-end package relative to the middle- and high-end ones *shows better value on the bigger packages





SILVER COLLECTION

\$1495

7 Hours of Coverage with Jessica
Unlimited Digital Photos
Online Gallery
Add a second photographer for
\$75/hr (min 4 hrs)
Add an Engagement Session for
only \$200!



GOLD COLLECTION

\$2295

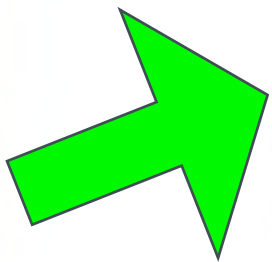
8 Hours Coverage with Jessica
Unlimited Digital Photos
Online Gallery
Second Photographer 5 Hours
Engagement Session



PLATINUM COLLECTION

\$2995

9 Hours of Coverage with Jessica
Unlimited digital photos taken
Private Online Gallery
Second Photographer 9 Hours
Engagement Session
10x10 Photobook 60 Images





So good.

BETTER PACKAGE:

- This should be just above your average spend client
- What they NEED + some WANTS
- Plants the seed for ideas to upgrade the good
- Bundle the pricing - discounts for more
- Think of out-of-the-box problems you can solve to start adding more items

****Cough Cough VENUE SPECIFIC****



BLAWN AWAY

BIGGER, THE BETTER!

BEST *(the ridiculous)* **PACKAGE:**

- Serious boost in sales
- Boosts the entire brand perception
- Bundle price discounts is **KEY**
- Helps to shift from binary (buy / don't buy) to incremental value and spending
- “Experience Enhancements” is key term
NOT UPGRADES
- Attracts a high-end customer





It's the beeesstt

Tips to Make This Work:

1. Never more than 3 options
2. Make it feel like organic progression
3. Focus on increase in value along with the progression of price
4. Have different payment plan options for higher tiers



“Buying isn’t logical, it’s emotional!
If you build your packages in a way
that emotionally satisfies your
clients’ need to stop researching
and make a decision, you’ll close
more at higher prices!”

-Curt Kempton, ResponsiBid





*****STOP RIGHT NOW*****

Write down a *HIGH*
price point for your
mack-daddy package

*(Something your biggest spend customers have
already spent in the past)*



4. NAME YOUR OFFERINGS





BEST PRACTICES

- Brainstorm with your team
- Should be consistent with your overall brand
- Resonate with your ideal client
- Remember the package names should relate to each other
- What are the benefits that people get from working with you? *Go find synonyms*
- **BE CREATIVE!**





5. REVIEW, EVALUATE & UPDATE



SEND THEM OUT FOR REVIEW!

- Friendors in the Industry
- Current Clients
- Recent Past Clients
- Venue Partners

*****IN THIS ORDER!*





EVALUATE & UPDATE

- Keep a running doc of ideas and requests
- Add in your new inventory / items
- Survey your past clients after their event
- 2x per year
- Before each main selling season - ie. holiday party packages should be reviewed in June, wedding packages reviewed and finalized in Oct / Nov before engagement season
- Put it on your calendar NOW



*****STOP RIGHT NOW*****

Write down the date on the
calendar for your yearly
package review!

UPSELL & CROSS-SELL



DO YOU HAVE ANYTHING

BOW DOWN TO THE MASTER!

The screenshot shows an Amazon product page for a Canon EOS 7D 18 MP CMOS Digital SLR Camera with 3-Inch LCD (Body Only). The page features several recommendation sections:

- Similar Items with Better Ratings:** A red-bordered box highlights two Nikon D7100 24.1 MP DX-Format CMOS Digital SLR cameras, each priced at \$1,496.95. A red arrow points to this box with the label "< Upsell".
- Product Details:** The main product is the Canon EOS 7D. It includes a list of features such as "18.0-megapixel CMOS Sensor and Dual DIGIC 4 Image Processors" and "Body only, lenses sold separately". A "Used" price is shown as starting from \$850.00.
- Frequently Bought Together:** A red-bordered box shows a bundle of the camera, a Transcend 32 GB Compact Flash Card 400X (Blue) for \$43.98, and a Canon LP-E6 Battery Pack for \$59.00. The total price for all three is \$112.96. A red arrow points to this box with the label "< Cross-sell".
- Customers Who Bought This Item Also Bought:** A red-bordered box displays six related products, including another Transcend 32 GB flash card, a Canon LP-E6 battery pack, a Canon BG-E7 battery grip, an STK's Canon-7D battery, a David Busch's Canon EOS 7D guide, and a Zeikos 2E-CBG7D power grip.
- What Other Items Do Customers Buy After Viewing This Item?:** A red-bordered box shows two items: a Canon EOS 60D 18 MP CMOS Digital SLR Camera for \$422.00 and a SanDisk Extreme 32 GB SDHC Class 10 UHS-1 Flash Memory Card for \$22.78. A red arrow points to this box with the label "< Cross-sell".

Frequently Bought Together



+



+



Total price: **\$238.12**

Add all three to Cart

Add all three to List

- ✓ **This item:** KitchenAid K45SSOB 4.5-Quart Classic Series Stand Mixer, Onyx Black **\$209.89**
- ✓ KitchenAid KN1PS Pouring Shield, 1-Piece **\$10.74**
- ✓ KitchenAid KFE5T Flex Edge Beater for Tilt-Head Stand Mixers **\$17.49**

DID YOU KNOW?

Amazon credits upselling and cross-selling sales technique to at least 35% of its sales.

Classic Romance

THEY ASKED FOR CHAIRS:

Cross-Sell the whole look



BEST PRACTICES

- Better value & bundle discounts the higher the price goes
- Introduce new inventory ideas
- Combine services to create a brand new offering
- Still have personalized upgrades outside of the packages
- Use comparison charts

NEW



Charge 2
\$149.95



NEW



Flex 2
\$99.95



Surge
\$249.95



BASIC FEATURES

	Steps, Calories & Distance	✓	✓	✓
	Floors Climbed	✓	—	✓
	Clock/Time	✓	—	✓
	Sleep Tracking & Silent Alarm	✓	✓	✓

EXERCISE FEATURES

	SmartTrack™	✓	✓	✓
	Reminders to Move	✓	✓	—
	Multi-Sport	✓	—	✓
	PurePulse® Heart Rate	✓	—	✓
	Cardio Fitness Level	✓	—	—
	On-Screen Workouts	—	—	—
	Built-in GPS	—	—	✓
	Connected GPS	✓	—	—

SMART FEATURES

	Call & Text Notifications	✓	✓	✓
	Calendar Alerts	✓	—	—
	Music Control	—	—	✓
	Guided Breathing Sessions	✓	—	—

INTERCHANGEABLE ACCESSORIES

	Fitbit Accessories	✓	✓	—
	Designer Accessories	—	✓	—



GET THE WORD OUT





YOUR WEBSITE

- Build an entire page 'packages'
- Put it in the menu bar
- Page link easy ie. www.company.com/packages
- Make it downloadable pdf put in email address
- Focus on keywords & SEO
- Create a comparison chart (*screenshot-able*)
- Contact form - which one interested in or I'm not sure



Link to the Package Page:

- Your online directories (ie. Knot, WeddingWire)
- Your email signature
- Social media
 - Posts - Facebook / IG Stories
 - Link in bio
 - LinkedIn
- Blog Posts - detailed with examples





Other Ideas:

- Email marketing
- Open House / Demonstrations
- Tradeshow Displays
- Social Media - Organic Posts & Ad Strategy
- Reviews - Ask & Reply specific package info
- Print Materials - B2C & B2B
- Webinar about the differences
- Website quiz that guides them





*****STOP RIGHT NOW*****

Write down the **ONE** thing
from this session you are
going to go and **DO!**

Don't find customers for
your products, find
PRODUCTS for your
customers!

- Seth Godin



Pain Point Worksheet

Step 1: Define Client / Event Type

Who's pain are you solving? _____

Step 2: Select the Stage of the Customer Journey

Awareness

Consideration

Purchase

In-Between

Final Wrap Up

Post Event

Step 3: Define the Pain Points

Pain Point

Solutions

Pain Point	Solutions
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Step 4: Use Solutions Above to Create a Bundle

Item: _____ Item: _____ Item: _____
Cost: \$ _____ Cost: \$ _____ Cost: \$ _____

BUNDLE PACKAGE PRICE:
\$ _____

TOTAL BUNDLE SAVINGS:
\$ _____



Download Pain Point Worksheet



weddingvenuemap.com/painpoint

NEED HELP?

- Webinars or training your team
- Package review
- Honest feedback with fresh eyes
- Pick my brain

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