



Rentals First Approach: Upselling to Create Elevated Events

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A Tale of Two Tables

Event Design has changed with new rental and linen options developed over the last 20 years. Upselling opportunities, Include:

- Linen and Napkins
- Charger Plates, Glassware, Flatware, Dinnerware
- Chairs, Tables, Lounge Furniture, Bars, Dance Floors

Why should I Upsell Rentals?

- Elevates Client and Guest Experience
- Improves Brand Quality
- Increases Revenue



A long table set for a formal dinner with white linens, glassware, and floral centerpieces. The table is set with white plates, silverware, and various glassware. There are floral centerpieces with pink and white flowers. The background shows a white tent structure and greenery.

How do I Upsell Rentals?

SUGGESTIVE SELLING

A sales technique in which the customer is asked if they want to include a supplemental item or service with a purchase.

Build rentals into your sales process



- Include suggestions in proposals



- Visit a showroom with the client



- Carry product samples on-site



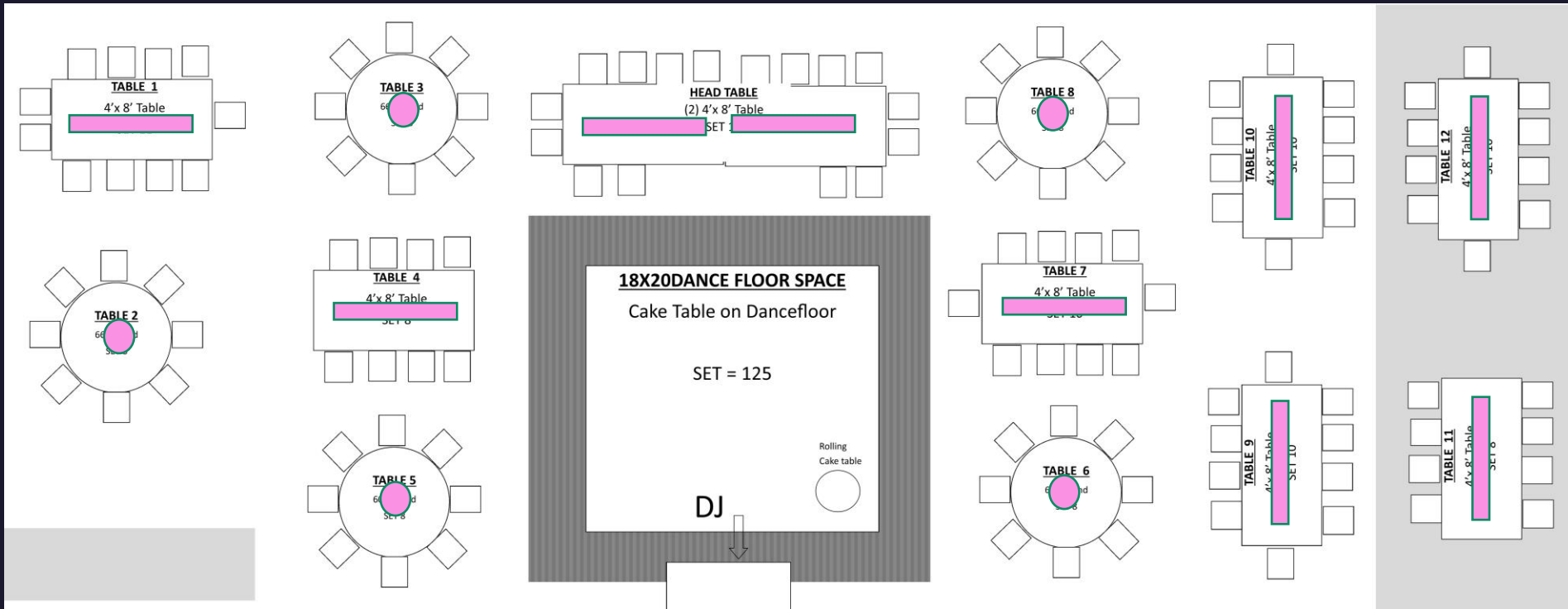
- Show upgrades at Tastings and Floral Mock-Ups

*I'm not a Designer.
I'm a Caterer,
Florist ,
Planner!*

*You do not
need to know
how to design,
to sell event
rental products.*



Flowers are Event Designer's Throw Pillows



- Flowers fill the least amount of space, but cost the most per sq ft.
- Tables, Chairs and Linen take up the most space and create the greatest value.
- Tabletop items can hold more value per piece than flowers.
- The Dance Floor is the largest single item/space in the room.

Get Creative with Costs

- Everything doesn't have to be upgraded.
- Work with the strengths of the in-house or inexpensive items.
- Research options at different price points.
- Mix it up! Not every table has to have the same linen, napkin, or chair.



Event Design Affects the Event Experience



A Rentals First Approach



Summary

- Upselling rentals will improve your company image and increase revenue.
- Suggestive selling is just a suggestion! You do not have to be a designer. You just provide the upgraded options to make the process is less intimidating.
- Get creative with costs to maximize the final product.
- Knowledge is power. Give the client insight on the design process, so they can make good design decisions.



Thank You

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